Automotive News

May 13, 1991

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66th year—$70.00 per year, $2.00 per copy

Ford shuffles car, service division chiefs

Roberts

Wagner

Miskowski

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has shuffled the general managers of its two North American car divisions and its parts and service operations.

The switch, effective immediately, was announced late last Friday after the three men were informed earlier in the day. It creates fresh challenges for top Ford marketing executives as the company tries to regain the strong market-share momentum it had in the 1980s until last year.

Moving are:

- Thomas Wagner, 52, vice president and general manager of Ford Division for the last three years; he becomes vice president and general manager of the Ford Parts and Service Division.
- Ross Roberts, vice president and general manager of Lincoln-Mercury Division for three years; he succeeds Wagner at Ford Division.
- Lee Miskowski, vice president of the Parts and Service Division, who succeeds Roberts at Lincoln-Mercury.

Wagner and Roberts led the vehicle divisions at the peak of Ford's market-share rise of the 1980s. But the corporation lost 0.7 points of car and light-truck market share in 1990, to 23.9 percent, and the loss has accelerated in 1991.

At least the previous three general

see FORD, page 6

AIADA's Mr. Olin goes to Washington

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

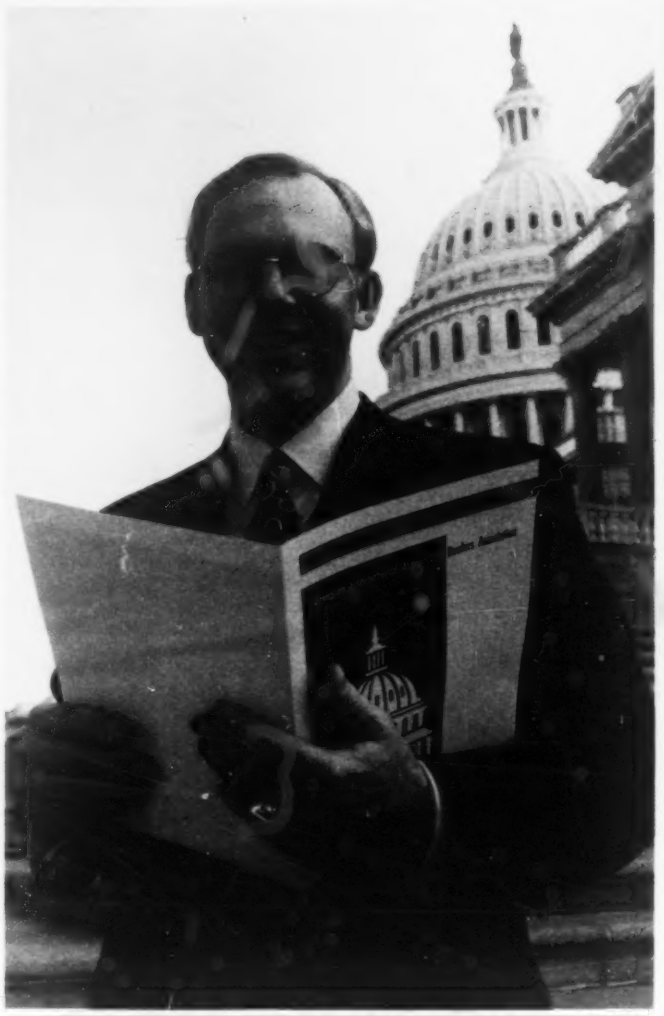
There's something about Midwestern values and being a lobbyist in Washington that just doesn't mix, muses Gary Olin, a two-franchise car dealer from Bedford, Ohio, who sounds more like a Puritan preacher than a spokesman for an import auto dealers' group.

But as the new chairman of the American International Automobile Dealers Association, a highly ...used trade association whose *raison d'etre* is free trade, Olin is on Capitol Hill with the big-bucks lawyers hired by the auto companies. He's vying for the ears of congressmen, telling them not to raise the fuel economy standard and to ignore Chrysler Corp. Chairman Lee Iacocca's pleas for more restrictions on Japanese cars.

It's a new world for the 52-year-old owner of a small Saab and Mazda store. "Like many dealers he views Washington as an Oz and peers behind the curtain to see how you work the dials," said Walter Huizenga, president of AIADA.

Indeed, Olin feels more at home at Qua Motors, just outside Cleveland on the "Bedford Automile," an unglamorous strip of aging dealerships and new monster dealerships, located past the salt box homes built for soldiers returning home after World War II. But he is learning the Capital fast. "I, like so many dealers, thought getting involved in politics

see OLIN, page 38



KEN HEINEN

In the Washington world of big-bucks lobbyists, new AIADA Chairman Gary Olin relies on his Midwestern roots and personal contacts to break through the clutter and reach out to Congress.

AIADA meets; Rafaeli named All Star

WASHINGTON — The American International Automobile Dealers Association opened its annual Automotive Congress yesterday at the J.W. Marriott Hotel.

The general session opens at 4 p.m. today with an address by Chairman Gary Olin, followed by Bill Young, president of Volkswagen of American Inc., and Rep. Newt Gingrich, R-Ga., House minority whip.

Tonight's Sports Illustrated All Star Dealer Award banquet will honor this year's winner, Peter A. Rafaeli of West German Sales Corp. (Mazda-Mercedes-Volvo) in Fort Washington, Pa. The award is the import automobile industry's most prestigious honor.

Tuesday's session includes a panel on fuel efficiency, taxes, the budget and trade issues and addresses by Sen. Robert Dole, R-Kan.; Sen. Richard Bryan, D-Nev.; economist Lawrence Kudlow; Thomas Mignanelli, president of Nissan Motor Corp. in U.S.A.; and Dick Cheney, U.S. Secretary of Defense.

GM skips auction, sells program cars to Fla. deals

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has begun shipping repurchased rental-fleet cars to southern Florida dealers, bypassing the auto auction network.

GM is selling Cadillacs, Buicks and Pontiacs from daily rental fleets directly to dealers in five Florida counties south of Vero Beach — complete with incentives, a holdback formula and an advertising fee similar to the way new cars are distributed to dealers. South Florida is home to large numbers of rental cars.

In a separate test aimed at relieving GM's huge volume of program cars, the automaker has shipped a small quantity of used Corsicas and Geo Prizms to Poland and Yugoslavia to test sales in eastern European markets.

Success there "depends on meeting government regulations and finding strong enough dealers to sell and service the vehicles," said Dale R. Hermiller, who was appointed GM's executive director of vehicle redistribution in March.

Hermiller said the Satisfaction Plus program in Florida will aid dealers in merchandising rental returns, and it should save GM trans-

see PROGRAM, page 53

Nissan USA tightens its own belt to boost incentives

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — In a drastic move to jump start sales, Nissan Motor Corp. in U.S.A. Inc. has slashed spending throughout the company so it can funnel about $50 million into a three-month incentive program.

That money will be added to the estimated $100 million to $150 million that Nissan had planned to spend on incentives in the second and third quarters of the calendar year.

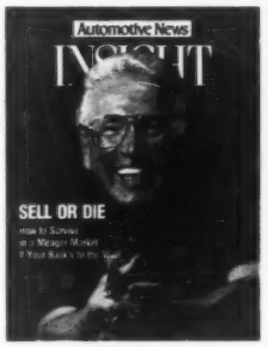
Current incentive programs, Page 52

The new programs put $600 to $1,500 on three of Nissan's sexiest products — the Maxima, 240SX and 300ZX. Previously, Nissan had planned to put incentives only on the Sentra, Stanza, Pathfinder and pickup. Now, all seven products will be supported with dealer cash.

The push comes in the wake of a 23.9 percent drop in Nissan-brand sales during the first quarter of the year, when Nissan fared worse than an awful market.

Robert J. Thomas, general manager of Nissan Division, made the decision to expand the incentive program in March. But he said

see NISSAN, page 51



Dealing for dollars

Car sales are down, but dealers know buyers are out there. It's just a matter of finding the right combination of product and service. Some strategies for success are in *Automotive News Insight*, which follows Page 28.

Pick from 591 car models:

Domestic cars hold a 15-model edge over imports in the 1991 model year, and the overall count is up for the first time since 1987. See Page 6.

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AUTOMOTIVE NEWS/JOE WILSSENS

Fords on the board

Ford Motor Co. board members Edsel B. Ford II, left, William Clay Ford Jr. and William Clay Ford attended last week's annual meeting, where a program for natural gas pickups was unveiled. Story on Page 8.

Parts study says Honda is shunning U.S. suppliers

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Despite Honda's high domestic content numbers, "traditional" U.S. suppliers are providing few parts for Honda's U.S.-built cars, according to a new report issued last week. But Honda disputed the findings, saying the study used out-of-date and misleading numbers.

The University of Michigan report reveals that only 16 percent of the Accord's parts and 20 percent of the Civic's come from "traditional" U.S. suppliers — a group that excludes Japanese parts makers doing business here and U.S.-Japan joint ventures. Despite those numbers, the Accord has an domestic content level of 75 percent and the Civic 72 percent in the eyes of the U.S. government.

The focus on Honda was part of a broader study commissioned by the Auto Parts Advisory Committee, a industry council formed last year to steer Washington on international auto trade issues. The report concludes that U.S. auto suppliers will continue losing ground to their Japanese competitors through 1994, despite assurances from Japanese carmakers that they are sourcing more and more North American parts.

Honda's manufacturing operation in Marysville, Ohio, was used as a case study to illustrate the role of U.S. suppliers. The report found the Accord gives nearly three times as much business, 46 percent of its parts value, to Japanese transplant suppliers or in-house production than to U.S. firms.

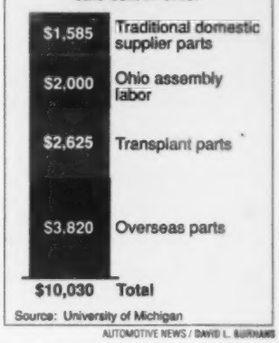
Honda was selected because its cars have led all Japanese transplants in increasing domestic content. Those calculations are based on an EPA formula that allows carmakers to include such non-manufacturing factors as administrative costs, taxes, profits and advertising costs. They also include Canadian parts.

John Reilly, chairman of the Auto Parts Advisory Committee and president and chief executive officer of Tenneco Industries, said

see STUDY, page 52

Manufacturing costs for Honda

Average direct manufacturing costs estimated for Honda cars built in Ohio.



Source: University of Michigan

AUTOMOTIVE NEWS / DAVID L. BURNHAM

Saturn sales in calendar 1991 totaled 11,822 through April 30.

Saturn conquests fall short

Saturn Corp. is falling somewhat short of its goal of 65 percent non-General Motors conquest sales, according to a survey to be released today.

An R.L. Polk & Co. study shows that of Saturn buyers, 23 percent owned an Asian import car, 61 percent owned a domestic car and 8 percent owned a European import. The remaining 8 percent owned a light truck.

Of the 1050 households included in the study, 404 owned a GM vehicle, 141 owned a Ford and 97 owned a Chrysler.

The study was based on the make of the newest registered car in the household at the time of the Saturn purchase. The study does not indicate if the newest car was replaced with the Saturn.

Of the owners of Asian imports, 26.1 percent owned a Honda. Among European imports, the greatest share of Saturn buyers owned Volkswagens at 38.6 percent, the study said.

The data used in the study were gleaned from Polk's first quarter 1991 model-year data base, which includes about a million vehicle owners, including about 73 percent of all Saturn buyers.

Saturn sales began last October.

Polk is a Detroit-based publishing and statistical services firm.

— Arlena Sawyers

Bad coolant: Saturn will replace 1,836 cars

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. said late Friday that it will voluntarily replace 1,836 cars that were filled with bad engine coolant.

The carmaker revealed that the cars were built with an improperly mixed engine coolant. Saturn will give customers new cars of equal value, spokesman Bill Betts said.

"The cars can be repaired, but we don't want to inconvenience our customers," said Betts.

About 1,100 affected cars are in customers' hands, the company said. Remaining models are in dealer inventory.

The coolant supplier, Texaco Refining and Marketing Inc., said the mistake resulted from "a blending accident" involving 59 barrels of coolant sent to Saturn. The coolant was used in cars built between March 25 and April 4.

Betts said that Saturn had begun receiving field reports of problems with engine cooling systems. The improperly mixed antifreeze could result in leaks in water pumps and damage to heating coils, he said.

"We still don't know the long-term effects of this," Betts said. "We felt it would be better for our customers if we simply give them a new car. It's quick. It's clean. It exceeds customer expectations for this situation."

Assuming the average manufacturer's cost is $7,000, the move will cost Saturn an estimated $12.8 million. But Saturn indicated that Texaco would bear some of the replacement costs.

"All of our suppliers share in both the rewards and the costs at Saturn," said Nicole Merritt, a Saturn spokeswoman.

The company sent notices last Friday by overnight delivery to owners of the affected cars.

Earlier this year, Saturn recalled 1,500 cars over a faulty bracket on front seat backs. Mechanics drove to many customers' homes to replace the bracket.

Quayle listens to Detroit before Japan trade visit

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Vice President Dan Quayle, on a visit to the nation's auto capital Friday, said he will travel to Japan later this month armed with numbers from the University of Michigan study of Honda suppliers. (See above story.)

But although he said the report lends evidence to concerns that the Japanese have transplanted their own industries to the United States instead of offering opportunities to U.S. suppliers, he said he will not head to Japan advocating protectionism. Quayle said he hopes to help knock down barriers that will allow U.S. companies greater access to the Japanese market.

"I go as a friend of Japan," he said. "Japan is now an economic superpower. Japan owes it to its people" to open itself to U.S. products.

Quayle's visit to Japan is scheduled for May 19-23. In preparation for that trip, he visited Detroit Tool Center Inc., which supplies machinery and tooling for Big 3 products and the Honda Civic.

He also met with five officials from the Big 3, including Ford Motor Co. President Philip E. Benton Jr. and Chrysler Corp. Vice Chairman Robert S. Miller. The meeting was part of a series of recent exchanges between politicians and U.S. industry officials.

Friday, Quayle took the administration's strongest stance to date against changing corporate average fuel economy. "The administration does not back any increase or change in CAFE," he said.

He said that if Nevada Sen. Richard Bryan's bill passes and forces a 40 percent change in fuel economy by model year 2001, "there will be a massive loss of jobs."

Quayle will go to Japan as chairman of the President's Council on Competitiveness and one of the Bush administration's point men on free-market developments.

Quayle has been a key player in trade talks. When he was a senator he oversaw the formation of the Auto Parts Advisory Committee, which advises the Department of Commerce. The effort is still referred to as the Quayle initiative.

With Quayle on the Detroit trip was Michael Farren, undersecretary of commerce for international trade. Farren has warned Japanese auto industry officials several times in recent months that the parts trade imbalance would be detrimental to Japanese business in the United States.

Farren said the government is more likely to pressure Japan during trade negotiations rather than through retaliatory action, as it already has threatened to do in the construction business.

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66th year—No. 5392

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AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207-3185.

Corrections

- Due to an error in a press release, the location of Lorne Schlatter's Quality Toyota dealership was misidentified in a story in the May 6 issue. It is in Independence, Kan.
- A story in the May 6 issue quoting Lexus dealers said the six-cylinder version of the new Lexus coupe would start at under $30,000. Last week, Lexus Division officials announced the SC300 had a preliminary price of $32,000.

1991 LIGHT-TRUCK CSI

Table lists results of J.D. Power and Associates 1991 Light-Duty Truck Customer Satisfaction Index survey based on responses from over 10,000 truck owners regarding experiences with their 1990 model trucks during the first 12 to 14 months of ownership. Only above-average makes are listed.

Overall brand	
Toyota	151
Chrysler	144
Mazda	138
Nissan	135
Mitsubishi	133
Ford	128
VW	126
Pontiac	123
Average	123
Compact pickups	
Mazda B-series	153
Toyota	153
Mitsubishi Mighty Max	140
Dodge Ram 50	138
GMC S15	134
Nissan Hardbody	134
Ford Ranger	133
Average	132
Compact van	
Chrysler Town & Country	144
Mazda MPV	126
VW Vanagon	126
Mitsubishi Van	123
Pontiac Trans Sport	123
Dodge Caravan	120
Ford Aerostar	120
Plymouth Voyager	118
Olds Silhouette	117
Average	117
Compact sport-utility	
Toyota 4Runner	148
Nissan Pathfinder	139
Ford Bronco II	123
Jeep Wagoneer	121
Mitsubishi Montero	120
Chevrolet S10 Blazer	119
Average	119
Full-sized pickup	
Ford F-Series	132
Chevrolet C/K	129
Average	129
Full-sized sport-utility	
Toyota Land Cruiser	151
Ford Bronco	122
Chevrolet Blazer	120
Range Rover	116
GMC Jimmy	112
Average	112
Full-sized van	
Dodge Ram Van/Wagon	111
Chevrolet Van/Sportsvan	106
Average	105

Saturn, NHTSA trade barbs over crash numbers

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A federal safety official says Saturn's score in a government-conducted crash was similar to its performance in a General Motors test, disputing Saturn's argument that the program doesn't reflect a car's safety.

In the latest round of National Highway Traffic Safety Administration crashes, the Saturn SL2 had the highest passenger head injury score of eight similar-sized cars. The Saturn scored 1,018 for head injuries on the passenger side. NHTSA says serious head injury is possible at scores over 1,000. On the driver side, the Saturn, which is equipped with motorized safety belts, scored 918.

Saturn defended its car and said the crash "does not reflect the actual safety performance of our vehicles," because results vary every time the crashes are performed.

But Barry Felrice, NHTSA's associate administrator for rule making, said GM conducted its own 35 mph crash on the SL2, and the scores were similar to those of the NHTSA crash. The GM passenger scores were lower, but not significantly, Felrice said.

"These numbers should not be a surprise to them," Felrice said. "We replicated their test."

Saturn declined to respond to Felrice's comments.

LIGHT-CAR CRASH RESULTS

Table lists index scores for driver and passenger in 35-mph crash program, for cars weighing 2,000-2,500 pounds. Scores over 1,000 indicate possible head injury.

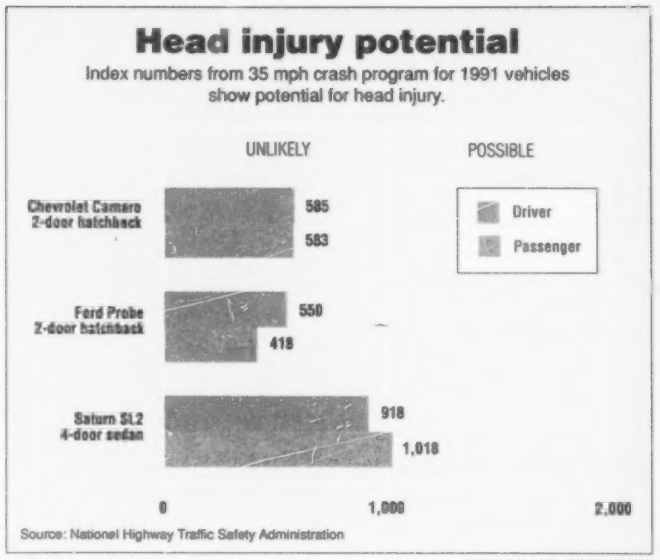
Vehicle	Driver	Passenger
Mitsubishi Mirage	960	772
Mazda Miata	920	531
Saturn SL2	918	1,018
Toyota Celica	834	685
Hyundai Excel	696	419
Acura Integra	585	637
Nissan Sentra	583	681
Ford Escort	434	450

Source: NHTSA

NHTSA's crashes, known as the New Car Assessment Program, have been controversial. The agency picks about 35 vehicles for the program annually to crash. Like Saturn, other automakers have argued that one reading isn't enough and that the crashes provide limited safety information.

In addition, the test is done at 35 mph, even though government safety standards only require cars to pass a 30 mph test.

NHTSA disagrees with maker assertions that the data is meaningless. "Our position is that it doesn't tell us the performance in side or rollover, but frontal crashes account for half the fatalities and deaths (in automobiles), and most of the frontal crashes are at 30 or 35 mph into a barrier," he said.



AUTOMOTIVE NEWS / MARTHA GRATTAN

Felrice said the Saturn SL2 crash film shows the dummy driver's head hit the steering wheel. The passenger dummy's head only grazed the instrument panel, but "it whipped around a lot and went forward and way down."

High scores are usually caused by a combination of factors, including "the performance of the frontal structure and how well it absorbs energy and how quickly the seat belt locks up and prevents motion," Felrice said.

NHTSA says the results provide comparative data for consumers to use when shopping for vehicles. It cautions that comparisons are meaningful only when made between vehicles within an approximate weight range of 500 pounds. The Saturn was in the 2,000-pound to 2,499-pound category.

British manufacturers dispute price-fixing charges

By Ed Wendt
SPECIAL CORRESPONDENT

LONDON — British manufacturers last week launched a major offensive against a Monopolies and Mergers Commission finding that cars sold in the United Kingdom typically cost thousands of dollars more than the same vehicles sold in Continental Europe.

The commission, the rough equivalent of the U.S. Justice Department's antitrust division, provisionally ruled two weeks ago that British and Japanese automakers have illegally fixed the supply and price of at least 25 percent of the cars sold in the United Kingdom each year since 1975.

The alleged monopoly has resulted in British vehicle prices being far out of line with those in other European countries, the commission said in its preliminary ruling. After a period of public comment, the commission will forward a recommendation to the Cabinet, which is expected to issue a final decision in September.

EQUIPMENT-ADJUSTED PRICE IN POUNDS STERLING

Selected car	Great Britain	Germany	France	Belgium	Netherlands
BMW 318i 4-dr.	£14,300	11,107	12,545	12,462	15,078
Vauxhall Cavalier L 1.6-liter, 5-dr.	10,730	9,354	9,164	9,361	11,063
Vauxhall Astra L 1.4-liter, 5-dr.	9,008	7,714	7,409	7,735	9,278
Ford Escort LX 1.4-liter, 5-dr.	9,470	7,080	7,018	6,850	8,284
Volkswagen Golf CL 1.6-liter, 5-dr.	9,750	7,697	8,443	8,037	9,587
Fiat Tipo DGT 1.4-liter	9,070	6,840	7,406	7,200	7,060

SOURCE: U.K. Monopolies and Mergers Commission

Ford Motor Co., General Motors/Vauxhall and Rover Group last week charged that the study, conducted by Ludvigsen & Associates, distorts the facts and is misleading. They are asking the secretary of state to reject the ruling.

"Vauxhall disagrees with the suggestion that pricing is detrimental to the U.K. consumer when exchange rates, equipment levels and other transaction costs are taken into account," said the spokesman. "Vauxhall has made its study available to the (commission) on a confidential basis."

A spokesman said Ford of Britain is preparing an official response to the commission and will explain any pricing differentials.

"One of the things they didn't consider is dealer incentives and trade-in prices," he said.

But Nissan U.K., the privately owned distributor of Nissans in Britain, said the report supports its long-time claim that Nissan cars are priced higher in Britain than in Europe. Because of the pricing dispute, Japan's Nissan Motor Co. has terminated Nissan U.K.'s exclusive distribution agreement as of the end of the year.

Britain's semiofficial Consumers Association called on the government to end the alleged monopoly.

"The study completely vindicates what CA has been saying for 10 years — that the same cars can be thousands of pounds cheaper in Europe compared to the U.K.," said Stephen Locke, head of the association's policy unit.

"The details of the (commission's) work blow out of the water the arguments of manufacturers that price differences are due to special factors — such as exchange rate movements, specification differences and discounts," he said.

Locke said the commission's conclusions closely parallel the consumer group's findings of huge price differences between Britain and the Continent.

Toyota tops truck survey

AGOURA HILLS, Calif. — Toyota was rated the top brand in J.D. Power and Associates' 1991 study of light-duty truck customer satisfaction, product quality and dealer service.

The study asked owners to evaluate product-related issues as well as customer-related aspects such as treatment when taking their vehicles to dealers for service.

The survey showed an improvement in dealer treatment of customers for many makers, said J.D. Power III, company president.

Satisfaction by light-duty truck owners improved eight points over last year, with the CSI average now 123 points.

Power said much of the improvement came from increases in participants' customer handling scores, which trace satisfaction with dealer and service experiences. The overall industry customer handling score was 131, 10 points better than 1990.

While Toyota and Mazda ranked first and third in the overall truck CSI rankings, the Chrysler Town & Country minivan, which Power rated as a separate brand, finished second in overall truck CSI.

Ford showed the highest increase in CSI scores of any nameplate from last year.

The study included 55 models.

Equal pay for warranty repairs will cost consumers, study concludes

By Helen Kahn
SENIOR CORRESPONDENT

WASHINGTON — Consumers will either pay more for cars or get less warranty coverage if dealers succeed in getting paid as much for repairing cars under manufacturers' warranty as they get for retail repairs, a new study shows.

The study, by Glassman-Oliver Economics Consultants of Washington, also said dealers would be hurt by the change. Vehicle prices rise when state laws require manufacturers to reimburse dealers at retail rates for warranty work, according to the study. That lowers demand and means lost profits for both dealers and vehicle makers.

The study comes three months after the National Automobile Dealers Association called on domestic makers and importers to raise the compensation paid to dealers for warranty work.

Two industry groups, the Motor Vehicle Manufacturers Association and the Association of International Automobile Manufacturers, commissioned the study.

Another study, by the Booz-Allen Hamilton consulting firm, is scheduled to be released in a few weeks. It will show the nation's average car dealership subsidizes the manufacturer's efforts by $50,000.

But John Whatley, assistant general counsel at the Association of International Automobile Manufacturers, said the most striking aspect of what has been seen of the Booz-Allen report is that the "gross margins on repair, especially labor, are huge." He cited one example that showed that "the gross margins for retail labor and warranty labor are $1.90 and $1.80, respectively, for every dollar of cost. That means the consumer pays $2.90 for service that costs the dealer $1.00. Margins on retail parts and warranty parts are 56 cents and 29 cents respectively."

He spoke to a meeting of the National Association of Attorneys General last week in Memphis.

For its part, NADA, noting it had not seen the Glassman-Oliver study, said it was "unfair" to say the dealer network is responsible for higher costs to consumers when dealers seek "fair and equitable compensation for warranty work."

In general, most states use the dealer's retail rate for labor charges but require "reasonable" reimbursement for parts.

But recently, he noted, state legislatures have been moving toward also requiring use of an independent flat rate manual, which allows a longer time for repairs than the manufacturer's manual. There has also been a move to change the "reasonable" reimbursement for parts to either a "retail" equivalent or a cost-plus fixed percentage rate. Both mean higher costs to the automaker.

In addition to showing the differential between labor and parts costs of warranty versus retail work, the NADA study is also expected to reveal that as a percentage of sales, indirect costs connected with warranty work are about 7 percent more than for retail work. In addition, the NADA study apparently stresses that some warranty work is so complex as to necessitate "extraordinary" labor time.

U.S. CAR AND LIGHT-TRUCK SALES, APRIL — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Chevrolet/Geo†	101,380	123,791	14.7	15.4	91,008	112,750	26.0	28.0	192,388	236,541	18.5	19.6	−1.2	−18.7
Ford	85,599	123,093	12.4	15.4	104,774	124,698	29.9	31.0	190,373	247,791	18.3	20.6	−2.3	−23.2
Toyota	49,561	59,536	7.2	7.4	20,709	22,171	5.9	5.5	70,270	81,707	6.7	6.8	0.0	−14.0
Dodge	23,459	24,939	3.4	3.1	39,658	39,066	11.3	9.7	63,117	64,005	6.1	5.3	0.7	− 1.4
Honda	56,781	60,467	8.2	7.5	—	—	—	—	56,781	60,467	5.5	5.0	0.4	− 6.1
Nissan	33,165	33,859	4.8	4.2	14,433	17,424	4.1	4.3	47,598	51,283	4.6	4.3	0.3	− 7.2
Pontiac	45,693	59,204	6.6	7.4	1,847	3,366	0.5	0.8	47,540	62,570	4.6	5.2	−0.6	−24.0
Buick	47,159	46,732	6.8	5.8	—	—	—	—	47,159	46,732	4.5	3.9	0.6	0.9
Oldsmobile	35,607	45,485	5.2	5.7	2,365	2,389	0.7	0.6	37,972	47,874	3.6	4.0	−0.3	−20.7
Mercury	35,843	35,302	5.2	4.4	—	—	—	—	35,843	35,302	3.4	2.9	0.5	1.5
Mazda	21,960	18,485	3.2	2.3	8,589	9,642	2.5	2.4	30,549	28,127	2.9	2.3	0.6	8.6
Plymouth	13,297	19,175	1.9	2.4	13,727	12,384	3.9	3.1	27,024	31,559	2.6	2.6	0.0	−14.4
GMC	—	—	0.0	0.0	24,507	30,514	7.0	7.6	24,507	30,514	2.4	2.5	−0.2	−19.7
Mitsubishi	16,245	13,828	2.4	1.7	2,504	2,917	0.7	0.7	18,749	16,745	1.8	1.4	0.4	12.0
Cadillac	15,487	19,167	2.2	2.4	—	—	—	—	15,487	19,167	1.5	1.6	−0.1	−19.2
Jeep	—	—	0.0	0.0	15,008	14,051	4.3	3.5	15,008	14,051	1.4	1.2	0.3	6.8
Lincoln	14,465	20,238	2.1	2.5	—	—	—	—	14,465	20,238	1.4	1.7	−0.3	−28.5
Acura	12,396	12,380	1.8	1.5	—	—	—	—	12,396	12,380	1.2	1.0	0.2	0.1
Chrysler	10,436	14,853	1.5	1.9	345	200	0.1	0.0	10,781	15,053	1.0	1.2	−0.2	−28.4
Subaru	9,898	9,409	1.4	1.2	—	—	—	—	9,898	9,409	1.0	0.8	0.2	5.2
Isuzu	1,284	294	0.2	0.0	8,198	8,458	2.3	2.1	9,482	8,752	0.9	0.7	0.2	8.3
Hyundai	9,206	10,411	1.3	1.3	—	—	—	—	9,206	10,411	0.9	0.9	0.0	−11.6
VW	8,632	10,239	1.2	1.3	505	617	0.1	0.2	9,137	10,856	0.9	0.9	0.0	−15.8
Volvo	7,171	8,036	1.0	1.0	—	—	—	—	7,171	8,036	0.7	0.7	0.0	−10.8
Eagle	5,441	4,181	0.8	0.5	—	—	—	—	5,441	4,181	0.5	0.3	0.2	30.1
Mercedes	5,376	6,674	0.8	0.8	—	—	—	—	5,376	6,674	0.5	0.6	0.0	−19.4
Saturn	4,944	0	0.7	0.0	—	—	—	—	4,944	0	0.5	0.0	0.5	—
BMW	4,911	5,848	0.7	0.7	—	—	—	—	4,911	5,848	0.5	0.5	0.0	−16.0
Lexus	4,661	5,117	0.7	0.6	—	—	—	—	4,661	5,117	0.4	0.4	0.0	− 8.9
Saab	4,013	2,182	0.6	0.3	—	—	—	—	4,013	2,182	0.4	0.2	0.2	83.9
Infiniti	2,462	1,661	0.4	0.2	—	—	—	—	2,462	1,661	0.2	0.1	0.1	48.2
Suzuki	349	448	0.1	0.1	1,590	1,340	0.5	0.3	1,939	1,788	0.2	0.1	0.0	8.4
Audi	1,051	1,517	0.2	0.2	—	—	—	—	1,051	1,517	0.1	0.1	0.0	−30.7
Daihatsu	574	811	0.1	0.1	318	357	0.1	0.1	892	1,168	0.1	0.1	0.0	−23.6
Jaguar	809	1,599	0.1	0.2	—	—	—	—	809	1,599	0.1	0.1	−0.1	−49.4
Porsche	457	1,012	0.1	0.1	—	—	—	—	457	1,012	0.0	0.1	0.0	−54.8
Alfa Romeo	450	179	0.1	0.0	—	—	—	—	450	179	0.0	0.0	0.0	151.4
Peugeot	310	449	0.0	0.1	—	—	—	—	310	449	0.0	0.0	0.0	−31.0
Range Rover	—	—	0.0	0.0	250	262	0.1	0.1	250	262	0.0	0.0	0.0	− 4.6
Sterling	247	302	0.0	0.0	—	—	—	—	247	302	0.0	0.0	0.0	−18.2
Yugo	127	590	0.0	0.1	—	—	—	—	127	590	0.0	0.0	0.0	−78.5
Other*	195	245	0.0	0.0	—	—	—	—	195	245	0.0	0.0	0.0	0.0
TOTAL	**891,101**	**801,738**	**100.0**	**100.0**	**350,335**	**402,606**	**100.0**	**100.0**	**1,041,436**	**1,204,344**	**100.0**	**100.0**	**0.0**	**−13.5**
TOTAL BIG 3	**438,810**	**536,160**	**63.5**	**66.9**	**293,239**	**339,418**	**83.7**	**84.3**	**732,049**	**875,578**	**70.3**	**72.7**	**−2.4**	**−16.4**
TOTAL JAPAN	**209,336**	**216,295**	**30.3**	**27.0**	**56,341**	**62,309**	**16.1**	**15.5**	**265,677**	**278,604**	**25.5**	**23.1**	**2.4**	**− 4.6**
TOTAL EUROPE	**33,749**	**38,872**	**4.9**	**4.8**	**755**	**879**	**0.2**	**0.2**	**34,504**	**39,751**	**3.3**	**3.3**	**0.0**	**−13.2**
GM	250,270	294,379	36.2	36.7	119,737	149,019	34.2	37.0	369,997	443,398	35.5	36.8	−1.3	−16.6
Ford	135,907	178,633	19.7	22.3	104,774	124,698	29.9	31.0	240,681	303,331	23.1	25.2	−2.1	−20.7
Chrysler	52,633	63,148	7.6	7.9	68,738	65,701	19.6	16.3	121,371	128,849	11.7	10.7	1.0	− 5.8
Toyota/Lexus	54,222	64,653	7.8	8.1	20,709	22,171	5.9	5.5	74,931	86,824	7.2	7.2	0.0	−13.7
Honda/Acura	69,177	72,847	10.0	9.1	0	0	0.0	0.0	69,177	72,847	6.6	6.0	0.6	− 5.0
Nissan/Infiniti	35,627	35,520	5.2	4.4	14,433	17,424	4.1	4.3	50,060	52,944	4.8	4.4	0.4	− 5.4
VW/Audi	9,683	11,756	1.4	1.5	505	617	0.1	0.2	10,188	12,373	1.0	1.0	0.0	−17.7
†Geo	*36,939*	*46,556*	*5.3*	*5.8*	*0*	*0*	*0.0*	*0.0*	*36,939*	*46,556*	*3.5*	*3.9*	*−0.3*	*−20.7*

*Other includes 1991 sales of 80-Ferrari, 50-Rolls/Bentley, 27-Lotus, 20-Maserati, 12-Lamborghini and 5-Aston Martin.

U.S. CAR AND LIGHT-TRUCK SALES, 4 MONTHS — 1991 vs. 1990 (ranked by car and light-truck total sales)

Make	Car Sales 1991	Car Sales 1990	1991 Share	1990 Share	Truck Sales 1991	Truck Sales 1990	1991 Share	1990 Share	Car & Truck Totals 1991	Car & Truck Totals 1990	% Share of Total Car & Truck Market 1991	% Share of Total Car & Truck Market 1990	Changes Share (Points)	Changes Sales (Percent)
Ford	353,845	465,828	13.6	15.0	366,504	466,064	28.9	29.9	720,349	931,892	18.6	19.9	−1.3	−22.7
Chevrolet/Geo†	371,838	473,2[illegible]	14.3	15.2	330,185	425,223	26.1	27.3	702,023	898,513	18.2	19.2	−1.1	−21.9
Toyota	199,755	233,125	7.7	7.5	80,259	82,076	6.3	5.3	280,014	315,201	7.2	6.7	0.5	−11.2
Dodge	108,343	112,868	4.2	3.6	146,809	174,362	11.6	11.2	255,152	287,230	6.6	6.1	0.5	−11.2
Honda	193,712	218,865	7.5	7.0	—	—	—	—	193,712	218,865	5.0	4.7	0.3	−11.5
Buick	175,660	177,642	6.8	5.7	—	—	—	—	175,660	177,642	4.5	3.8	0.7	− 1.1
Pontiac	164,869	205,634	6.3	6.6	6,556	9,681	0.5	0.6	171,425	215,315	4.4	4.6	−0.2	−20.4
Nissan	109,955	140,896	4.2	4.5	51,776	60,333	4.1	3.9	161,731	201,229	4.2	4.3	−0.1	−19.6
Oldsmobile	133,438	177,638	5.1	5.7	8,073	7,197	0.6	0.5	141,511	184,835	3.7	4.0	−0.3	−23.4
Mercury	120,344	132,940	4.6	4.3	—	—	—	—	120,344	132,940	3.1	2.8	0.3	− 9.5
Mazda	85,414	80,892	3.3	2.6	34,325	36,126	2.7	2.3	119,739	117,018	3.1	2.5	0.6	2.3
Plymouth	62,137	85,622	2.4	2.7	53,300	63,139	4.2	4.0	115,437	148,761	3.0	3.2	−0.2	−22.4
GMC	—	—	0.0	0.0	85,467	109,548	6.8	7.0	85,467	109,548	2.2	2.3	−0.1	−22.0
Cadillac	68,306	88,674	2.6	2.8	—	—	—	—	68,306	88,674	1.8	1.9	−0.1	−23.0
Mitsubishi	55,557	60,244	2.1	1.9	10,547	13,950	0.8	0.9	66,104	74,194	1.7	1.6	0.1	−10.9
Lincoln	61,094	82,916	2.4	2.7	—	—	—	—	61,094	82,916	1.6	1.8	−0.2	−26.3
Jeep	—	—	0.0	0.0	50,686	66,322	4.0	4.3	50,686	66,322	1.3	1.4	−0.1	−23.6
Acura	43,861	44,317	1.7	1.4	—	—	—	—	43,861	44,317	1.1	0.9	0.2	− 1.0
Chrysler	40,547	56,932	1.6	1.8	1,235	1,094	0.1	[illegible]	41,782	58,026	1.1	1.2	−0.2	−28.0
Hyundai	37,531	44,822	1.4	1.4	—	—	—	—	37,531	44,822	1.0	1.0	0.0	−16.3
Subaru	36,455	33,984	1.4	1.1	—	—	—	—	36,455	33,984	0.9	0.7	0.2	7.3
Isuzu	3,154	1,130	0.1	0.0	30,535	34,712	2.4	2.2	33,689	35,842	0.9	0.8	0.1	− 6.0
VW	30,766	39,394	1.2	1.3	1,660	2,118	0.1	0.1	32,426	41,512	0.8	0.9	0.0	−21.9
Volvo	25,510	30,436	1.0	1.0	—	—	—	—	25,510	30,436	0.7	0.7	0.0	−16.2
Mercedes	17,969	24,030	0.7	0.8	—	—	—	—	17,969	24,030	0.5	0.5	0.0	−25.2
Eagle	17,550	19,009	0.7	0.6	—	—	—	—	17,550	19,009	0.5	0.4	0.0	− 7.7
Lexus	16,547	18,284	0.6	0.6	—	—	—	—	16,547	18,284	0.4	0.4	0.0	− 9.5
BMW	15,496	20,316	0.6	0.7	—	—	—	—	15,496	20,316	0.4	0.4	0.0	−23.7
Saturn	11,822	0	0.5	0.0	—	—	—	—	11,822	0	0.3	0.0	0.3	—
Saab	10,606	8,514	0.4	0.3	—	—	—	—	10,606	8,514	0.3	0.2	0.1	24.6
Infiniti	8,618	5,356	0.3	0.2	—	—	—	—	8,618	5,356	0.2	0.1	0.1	60.9
Suzuki	1,608	2,053	0.1	0.1	6,020	5,584	0.5	0.4	7,628	7,637	0.2	0.2	0.0	− 0.1
Audi	3,629	6,466	0.1	0.2	—	—	—	—	3,629	6,466	0.1	0.1	0.0	−43.9
Daihatsu	1,983	4,459	0.1	0.1	1,108	1,382	0.1	0.1	3,091	5,841	0.1	0.1	0.0	−47.1
Jaguar	2,926	6,343	0.1	0.2	—	—	—	—	2,926	6,343	0.1	0.1	−0.1	−53.9
Porsche	1,553	3,372	0.1	0.1	—	—	—	—	1,553	3,372	0.0	0.1	0.0	−53.9
Peugeot	1,319	1,578	0.1	0.1	—	—	—	—	1,319	1,578	0.0	0.0	0.0	−16.4
Alfa Romeo	1,310	756	0.1	0.0	—	—	—	—	1,310	756	0.0	0.0	0.0	73.3
Range Rover	—	—	0.0	0.0	981	1,357	0.1	0.1	981	1,357	0.0	0.0	0.0	−27.7
Sterling	903	1,705	0.0	0.1	—	—	—	—	903	1,705	0.0	0.0	0.0	−47.0
Yugo	888	2,584	0.0	0.1	—	—	—	—	888	2,584	0.0	0.1	0.0	−65.6
Other*	930	980	0.0	0.0	—	—	—	—	930	980	0.0	0.0	0.0	−12.5
TOTAL	**2,597,748**	**3,113,894**	**100.0**	**100.0**	**1,266,026**	**1,560,268**	**100.0**	**100.0**	**3,863,774**	**4,674,162**	**100.0**	**100.0**	**0.0**	**−17.3**
TOTAL BIG 3	**1,689,793**	**2,078,993**	**65.0**	**66.8**	**1,048,815**	**1,322,630**	**82.8**	**84.8**	**2,738,608**	**3,401,623**	**70.9**	**72.8**	**−1.9**	**−19.5**
TOTAL JAPAN	**756,619**	**843,605**	**29.1**	**27.1**	**214,570**	**234,163**	**16.9**	**15.0**	**971,189**	**1,077,768**	**25.1**	**23.1**	**2.1**	**− 9.9**
TOTAL EUROPE	**113,805**	**146,474**	**4.4**	**4.7**	**2,641**	**3,475**	**0.2**	**0.2**	**116,446**	**149,949**	**3.0**	**3.2**	**−0.2**	**−22.3**
GM	925,933	1,122,878	35.6	36.1	430,281	551,649	34.0	35.4	1,356,214	1,674,527	35.1	35.8	−0.7	−19.0
Ford	535,283	681,684	20.6	21.9	366,504	466,064	28.9	29.9	901,787	1,147,748	23.3	24.6	−1.2	−21.4
Chrysler	228,577	274,431	8.8	8.8	252,030	304,917	19.9	19.5	480,607	579,348	12.4	12.4	0.0	−17.0
Toyota/Lexus	216,302	251,409	8.3	8.1	80,259	82,076	6.3	5.3	296,561	333,485	7.7	7.1	0.5	−11.1
Honda/Acura	237,573	263,182	9.1	8.5	0	0	0.0	0.0	237,573	263,182	6.1	5.6	0.5	− 9.7
Nissan/Infiniti	118,573	146,252	4.6	4.7	51,776	60,333	4.1	3.9	170,349	[illegible]6,585	4.4	4.4	0.0	−17.5
VW/Audi	34,395	45,860	1.3	1.5	1,660	2,118	0.1	0.1	36,055	[illegible]978	0.9	1.0	−0.1	−24.9
†Geo	*36,939*	*46,556*	*1.4*	*1.5*	*0*	*0*	*0.0*	*0.0*	*36,939*	*[illegible]56*	*1.0*	*1.0*	*0.0*	*−20.7*

*Other includes 1991 sales estimates of 350-Rolls/Bentley, 326-Ferrari, 109-Lotus, 80-Maserati, 52-Lamborghini and 20-Aston Martin.

TOP 10 SELLERS, APRIL 1991

	Sales
1. Honda Accord	37,044
2. Ford F-series pickups	35,824
3. Chevrolet C/K pickups	34,493
4. Ford Taurus	24,793
5. Chevrolet Cavalier	23,631
6. Ford Ranger	21,433
7. Ford Explorer	21,082
8. Chevrolet Lumina	19,700
9. Chev.Corsica/Beretta	18,987
10. Chev. S10 pickups	18,303

Source: Automotive News Data Center

SALES

FROM PAGE 3

Ford Motor Co. posted the worst year-ago comparison of the Big 3, and of all major carmakers, with combined sales of cars and light trucks down 20.7 percent in April to 240,681.

Counting both cars and trucks, imports and U.S.-built vehicles, Japanese marques raised their share for April to 25.5 percent, up 2.4 points.

The Big 3 market share was 70.3 percent, down 2.4 points.

For the Japanese, Nissan/Infiniti and Honda/Acura together picked up a point of share.

Chrysler did the same for the Big 3 — thanks to Eagle, Jeep and other truck sales — but Ford Motor Co. dropped 2.1 points by itself.

Japanese share gains are accelerating. For the first quarter, they had 24.7 percent of the market.

Despite some improvement in showroom traffic, dealer orders and consumer sentiment, consumers continue to take a "wait and see" attitude toward spending, said Robert L. Rewey, vice president of sales operations for Ford North American Automotive Operations.

Rewey said in a prepared statement that consumers are waiting for economic indicators such as employment and income data to signal the end of the recession, and for lenders to loosen up credit approvals.

He said buyers also are waiting for interest rates on installment debt to fall, following recent declines in the prime rate and the discount rate. He called for a "government policy to stimulate a resumption of economic growth."

Referring to Ford's poor April car sales, Rewey said deliveries to daily rental companies were cut in April, "but a more normal sales pattern is expected in May."

Nissan Motor Corp. in U.S.A., which was running 21.7 percent behind 1990 through the first quarter, had a renaissance of sorts in April, when it was just 5.4 percent behind. Looking just at cars, Nissan was up, thanks largely to big gains by Infiniti.

Infiniti spokeswoman Debra Sanchez Fair attributes the gains to more dealers and product. She said Infiniti had 84 dealers in April, 21 more than last year, and has added the G20 and the M30 convertible to the lineup. Infiniti also began offering a no-money-down lease on the top-of-the-line Q45 for qualified buyers, from April 19 through the end of June.

Nameplates that achieved higher sales than the year-ago month included Mazda, Mitsubishi, Subaru and Jeep, marking the first month this year that Jeep has topped year-ago sales.

Dodge, Buick, Mercury and Acura managed to sell about the same number of cars last month as April 1990, which wasn't bad considering the rest of the market.

Automotive News Staff Reporter Kristine Stiven Breese contributed to this report.

Taiwan maker Yue Loong has Feelings for Europe

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — Taiwan's Yue Loong Motor Co. said last week it will begin exporting its new Feeling 102 sedan to Europe next month. The 102, which comes in 1.5- and 1.7-liter versions, is Taiwan's first locally engineered and produced car.

The company said it has signed a contract with Abemy Holdings, a Dutch company, to sell 100 cars per month for a trial period covering the remainder of the year.

A Yue Loong spokesman described the deal as an "experiment and the first step for our overall export project." He would not identify other target markets for the 102, and said the car's European price was not yet available.

The Dutch company acts as an agent for Mitsubishi Motors Corp. of Japan, Hyundai Motor Corp. of South Korea, and Poland's FSO, which builds Fiats under license.

Based on the Nissan Stanza and powered by Nissan's four-cylinder CA 16S engine in 1.6- and 1.8-liter versions, the Feeling 101 range was introduced to great fanfare in October 1986. Quality and design problems soon gave the car a bad reputation.

The revamped model, the 102, was brought to market in June 1989. The car has won high marks for quality, but has not lived up to Yue Loong's sales expectations.

The company, Taiwan's second largest producer after Ford Lio Ho Motor Co., assembled 39,059 passenger cars in 1989, the last year for which firm data are available.

PICKUPS

FROM PAGE 3

pulling the beds off regular cab Sportside models and switching them with extended cab Fleetsides to create an extended cab Sportside in the absence of factory models.

Steve Fly, new-truck sales manager for Friendly Chevrolet, said the practice "robs you of all your regular cab Sportside" models and he looked forward to GM filling this need.

Ford, for its part, has been seeking ways to increase its F-series pickup truck sales.

One tact it began taking is to allow consignment pool companies to begin customizing F-150s under similar terms to those of van conversions. (See story on Page 18.)

Jerome Mittman, Ford Division RV sales manager, said consignment pool pickup truck upfitters get the same special floorplan interest rate and other benefits as van customizers.

Chevrolet and GMC Truck pool companies have been customizing pickups for the past couple years.

IMPORT SALES BY MODEL

	Apr 1991	Apr 1990	4 Mos., 1991	4 Mos., 1990
ACURA	**12,396**	**12,380**	**43,861**	**44,317**
Integra	6,728	7,967	23,822	26,904
Legend	5,227	4,413	19,080	17,413
NSX	249	0	767	0
Vigor	192	0	192	0
ALFA ROMEO	**450**	**179**	**1,310**	**756**
Milano	0	2	1	18
Spider	197	177	537	738
164	253	0	772	0
ASTON MARTIN*	**5**	**5**	**20**	**20**
AUDI	**1,051**	**1,517**	**3,629**	**6,466**
4000	0	0	0	0
5000	0	0	0	10
80	207	347	742	1,405
90	96	249	523	1,099
V8 Quattro	38	149	199	549
Coupe Quattro	34	59	130	285
100/200	593	598	1,698	2,558
100/200 Quattro	83	115	337	560
BMW	**4,911**	**5,848**	**15,496**	**20,316**
3 series	2,312	3,242	7,569	9,449
5 series	1,875	1,765	5,553	7,606
635 CSi	0	24	4	164
7 series	429	684	1,289	2,773
850i	225	0	805	0
M3	28	76	133	275
M5	42	34	143	43
M6	0	0	0	6
CHEVROLET/Geo	**10,070**	**13,098**	**27,210**	**53,970**
Geo Storm	8,689	9,797	22,703	32,026
Geo Metro (Import)	1,381	3,301	4,507	21,944
Geo Metro (Domestic)	*5,453*	*1,605*	*23,548*	*4,241*
CHRYSLER MOTORS	**5,857**	**4,583**	**19,183**	**20,987**
Colt	2,609	2,455	7,730	11,070
Conquest	0	191	0	663
Medallion	0	86	0	317
Stealth	1,734	0	6,150	0
Summit (Import)	772	1,258	2,477	5,198
Summit (Domestic)	*731*	*0*	*2,076*	*0*
Vista	632	369	2,245	2,161
TC	110	277	581	1,578
DAIHATSU	**574**	**811**	**1,983**	**4,459**
FERRARI*	**80**	**80**	**320**	**320**
FORD Festiva	**3,905**	**5,042**	**12,719**	**21,428**
HONDA	**15,777**	**21,106**	**61,895**	**74,636**
Civic/CRX (Import)	6,427	5,852	21,234	19,501
Civic (Domestic)	*11,028*	*16,501*	*35,364*	*59,566*
Accord (Import)	7,068	11,756	33,218	44,261
Accord (Domestic)	*29,976*	*22,860*	*96,453*	*84,663*
Prelude	2,282	3,498	7,443	10,874
HYUNDAI	**9,206**	**10,411**	**37,531**	**44,822**
Excel	5,042	7,803	21,460	34,643
Sonata	1,783	2,608	6,938	10,179
Scoupe	2,381	0	9,133	0
ISUZU	**1,284**	**294**	**3,154**	**1,130**
I-Mark	16	118	63	698
Impulse	361	176	1,254	432
Stylus	907	0	1,837	0
INFINITI	**2,462**	**1,661**	**8,618**	**5,356**
M30	530	424	2,120	2,020
Q45	859	1,237	2,530	3,336
G20	1,073	0	3,968	0
JAGUAR	**809**	**1,599**	**2,926**	**6,343**
XJ6	538	1,175	2,095	4,648
XJ-S	271	424	831	1,695
LAMBORGHINI*	**13**	**13**	**52**	**52**
LEXUS	**4,661**	**5,117**	**16,547**	**18,284**
ES 250	1,533	1,613	6,177	7,452
LS 400	3,128	3,504	10,370	10,832
LOTUS*	**27**	**27**	**108**	**108**
MASERATI*	**20**	**20**	**80**	**80**
MAZDA	**14,328**	**12,919**	**48,506**	**55,402**
323	1,619	1,718	6,985	6,852
Protege	3,499	3,447	14,349	13,573
626 (Import)	2,491	1,691	7,091	12,202
626 (Domestic)	*4,781*	*2,863*	*24,083*	*9,169*
MX-6 (Import)	259	24	447	50
MX-6 (Domestic)	*2,851*	*2,703*	*14,334*	*9,821*
Miata	4,002	3,549	12,824	12,346
929	1,643	1,468	4,525	4,558
RX-7	815	1,022	2,285	3,151
MERCEDES BENZ	**5,376**	**6,674**	**17,969**	**24,030**
190	1,444	1,160	4,931	4,186
300E 2.6/260E	378	173	1,333	763
300	1,357	2,315	4,695	8,064
300 SE	304	607	967	2,226
350SDL Turbo	124	0	399	0
350SD	129	0	349	0
300SEL	127	346	417	1,281
420SEL	399	593	1,083	2,188
560SEL	209	398	685	1,609
SL Coupe	80	865	2,771	2,829
560SEC	56	144	203	582
Tourist	41	73	136	302
MERCURY	**5,144**	**1,302**	**22,059**	**6,987**
Tracer	3,349	785	15,983	4,701
Capri	1,795	0	6,086	0
XR4Ti	0	0	0	198
Scorpio	0	517	0	2,088
MITSUBISHI	**8,430**	**9,428**	**29,572**	**42,652**
Starion	0	3	0	11
Diamante	0	0	20	0
Mirage (Import)	3,294	5,012	11,572	25,166
Mirage (Domestic)	*2,048*	*0*	*6,449*	*0*
Galant	3,544	3,662	12,344	14,212
Sigma	13	233	92	710
Precis	213	415	983	2,163
3000GT	1,340	0	4,418	0
Wagon	26	106	143	390
NISSAN	**20,709**	**25,434**	**70,612**	**110,250**
Sentra (Import)	1,980	4,541	7,075	26,751
Sentra (Domestic)	*12,456*	*8,425*	*39,343*	*30,646*
Pulsar	6	501	20	2,740
NX	565	0	1,080	0
Stanza	6,286	6,964	21,449	20,788
Maxima	7,697	7,392	26,216	34,501
240SX/200SX	2,662	3,908	9,385	15,754
300ZX	1,236	1,879	4,549	7,843
Hawaii	277	249	838	1,163
PEUGEOT	**310**	**449**	**1,319**	**1,578**
PONTIAC LeMans	**3,294**	**3,359**	**10,662**	**9,743**
PORSCHE	**457**	**1,012**	**1,553**	**3,372**
924S/944	0	27	0	133
944	0	0	0	54
944S/Cabriolet	0	255	194	708
944 Turbo	76	60	76	353
911 Carrera 2	226	453	794	1,174
911 Turbo	48	2	125	6
911 Carrera 4	78	149	269	688
928S/GT	29	66	95	256
ROLLS/BENTLEY*	**50**	**100**	**350**	**400**
SAAB	**4,013**	**2,182**	**10,606**	**8,514**
900	925	371	2,419	1,370
900S	1,203	462	2,939	1,530
900 Turbo	796	778	2,192	2,718
9000S	477	154	1,365	690
9000 CD	362	283	973	1,277
9000 Turbo	241	127	697	896
Tourist	9	7	21	33
STERLING	**247**	**302**	**903**	**1,705**
SUBARU	**5,951**	**8,956**	**22,310**	**33,122**
Legacy (Import)	2,066	5,729	7,392	20,234
Legacy (Domestic)	*3,947*	*453*	*14,145*	*862*
Loyale	3,062	1,525	11,298	5,662
XT/XT6	127	122	734	599
Justy	696	1,580	2,886	6,561
SUZUKI	**290**	**448**	**1,414**	**2,053**
TOYOTA	**28,016**	**30,099**	**113,038**	**122,275**
Corolla (Import)	5,847	6,705	24,289	31,575
Corolla (Domestic)	*8,879*	*12,701*	*33,372*	*43,130*
Tercel	9,530	8,213	34,436	33,786
Celica	5,646	7,315	22,925	27,823
Supra	335	584	1,217	2,718
Camry (Import)	4,655	4,727	22,646	19,853
Camry (Domestic)	*12,666*	*16,736*	*53,345*	*67,720*
Cressida	845	902	3,433	3,188
MR2	1,158	1,653	4,092	3,332
VOLKSWAGEN	**8,632**	**10,239**	**30,766**	**39,394**
Cabriolet	626	729	1,871	2,536
Corrado	571	390	2,279	1,527
Jetta	3,609	5,040	11,315	18,731
Golf/GTI	1,241	1,033	4,358	4,364
Passat	1,272	1,348	5,502	3,982
Quantum	0	3	1	22
Scirocco	0	1	0	8
Fox	1,313	1,695	5,440	8,224
VOLVO	**7,171**	**8,036**	**25,510**	**30,436**
240 series	3,271	2,777	11,080	11,506
700 series	2,894	5,203	9,966	18,699
940 series	986	0	4,392	0
Tourist	20	56	72	231
YUGO	**127**	**590**	**888**	**2,584**
IMPORT TOTAL	**186,103**	**205,320**	**664,689**	**818,347**

NOTE: Domestic cars not included in imported totals.

*Estimate

LIGHT-DUTY TRUCK SALES, APRIL & YTD

	Apr 1991	Apr 1990	4 Mos., 1991	4 Mos., 1990
Vans	9,166	14,067	31,778	50,563
Aerostar	12,811	16,596	44,387	60,701
Club Wagon	2,193	1,951	6,421	7,628
Ranger	21,433	24,547	78,368	94,453
Bronco	2,265	4,517	8,437	20,412
Explorer	21,082	11,991	76,750	34,113
Pickups	35,824	51,029	120,363	198,194
Ford	**104,774**	**124,698**	**366,504**	**466,054**
Vans	6,714	9,613	23,648	35,296
Sportsvan	1,336	863	2,851	2,945
Geo Tracker	3,111	2,754	9,135	10,326
Astro	9,727	10,812	33,998	43,845
Lumina APV	3,804	6,642	13,750	18,546
S-10	18,303	13,255	66,682	57,232
S-10 Blazer	9,669	12,012	38,957	45,854
Blazer	847	1,842	3,674	7,061
Suburban	3,004	6,110	11,569	21,270
Pickups	34,493	48,847	125,921	182,848
Chevrolet	**91,008**	**112,750**	**330,185**	**425,223**
Pontiac Trans Sport	**1,847**	**3,366**	**6,556**	**9,681**
Oldsmobile trucks	**2,365**	**2,389**	**8,073**	**7,197**
Vans	4,334	5,440	15,026	19,083
Ram Wagon	1,865	2,023	6,321	7,971
Voyager	13,727	12,384	53,300	63,139
Caravan	16,267	13,960	65,625	71,834
Caravan C/V	1,822	1,562	3,573	4,420
Town & Country	345	200	1,235	1,094
Ram 50	375	1,110	1,506	4,985
Raider	0	110	0	786
Ramcharger	571	979	2,181	3,891
Dakota	6,868	6,523	25,075	28,042
Pickups	7,556	7,359	27,502	33,350
Chrysler	**53,730**	**51,650**	**201,344**	**238,595**
Vans	3,098	3,633	9,405	12,102
Safari	2,725	2,746	9,652	10,513
S-15/Sonoma	3,950	3,251	14,440	13,161
S-15 Jimmy	2,400	3,049	9,350	11,192
Jimmy	226	601	965	2,149
Suburban	1,158	2,507	4,496	8,705
Pickups	10,658	14,373	36,064	50,475
P Model	181	224	666	849
W-4	111	130	429	402
GMC	**24,507**	**30,514**	**85,467**	**109,548**
Wrangler	4,387	4,521	12,591	15,763
Wagoneer	0	220	0	1,205
Cherokee	9,556	7,676	34,595	41,549
Grand Wagoneer	317	435	1,300	2,200
Comanche	748	1,199	2,200	5,605
Jeep	**15,008**	**14,051**	**50,686**	**66,322**
Daihatsu	**318**	**357**	**1,108**	**1,382**
Pickup*	3,786	4,503	12,305	12,122
Amigo	830	1,032	2,531	3,489
Trooper	1,385	2,923	8,654	19,101
Rodeo	2,197	0	7,045	0
Isuzu	**8,198**	**8,458**	**30,535**	**34,712**
Pickup	4,611	6,912	15,941	24,018
MPV	3,250	2,730	15,072	12,108
Navajo	728	0	3,312	0
Mazda	**8,589**	**9,642**	**34,325**	**36,126**
Pickup	1,591	2,136	7,110	9,550
Montero	909	708	3,386	4,078
Van	4	73	51	322
Mitsubishi	**2,504**	**2,917**	**10,547**	**13,950**
Pickup*	10,756	14,029	39,374	46,904
Pathfinder	3,360	2,553	11,631	9,642
Axxess	39	704	247	2,972
Van	1	8	3	31
Hawaii	277	130	521	784
Nissan	**14,433**	**17,424**	**51,776**	**60,333**
Range Rover	**250**	**262**	**961**	**1,357**
Samuari	506	472	1,741	1,867
Sidekick*	1,084	868	4,279	3,717
Suzuki	**1,590**	**1,340**	**6,020**	**5,584**
Pickups	12,239	13,996	47,691	56,568
Previa	4,643	4,025	16,809	7,410
4 Runner	3,126	3,702	13,023	16,311
Land Cruiser	701	443	2,736	1,577
Van	0	5	0	210
Toyota	**20,709**	**22,171**	**80,259**	**82,076**
Volkswagen	**505**	**617**	**1,660**	**2,118**
Imports	**57,096**	**63,188**	**207,558**	**270,546**
Industry Total	**350,335**	**402,606**	**1,256,373**	**1,583,176**

*Includes domestic vehicles

Sales charts compiled by Karen Dziewanski

DOMESTIC CAR SALES, APRIL & YTD

	April 1991	Same Month, 1990	Jan. 1 to Apr. 30, 1991	Same Period, 1990
Summit	731	0	2,076	0
Talon	2,749	1,844	9,971	8,559
Premier	1,189	993	3,026	4,935
Total Eagle	**4,669**	**2,837**	**15,073**	**13,494**
Horizon	54	1,271	301	7,897
Laser	2,600	3,529	8,733	16,595
Sundance	3,437	4,683	12,756	18,705
Reliant	0	364	0	1,924
Acclaim	5,732	7,934	35,844	33,863
Total Plymouth	**11,823**	**17,781**	**57,634**	**78,984**
LeBaron A	1,371	3,088	5,792	6,328
LeBaron J	4,017	5,606	13,346	19,332
LeBaron GTS	0	362	0	983
Fifth Avenue (rwd)	0	133	0	571
Fifth Avenue (fwd)	2,977	2,156	12,643	11,399
Imperial	701	837	3,317	4,221
New Yorker C	1,260	2,237	4,868	11,857
Total Chrysler	**10,326**	**14,419**	**39,966**	**54,691**
Omni	75	1,261	334	7,816
Shadow	5,984	5,298	21,679	21,878
Monaco	486	327	1,319	928
Daytona	1,484	3,082	4,994	11,975
Aries	0	298	0	1,518
Lancer	0	225	0	734
Spirit	4,550	6,823	31,151	29,248
Dynasty	7,379	6,214	37,244	32,178
Total Dodge	**19,958**	**23,528**	**96,721**	**106,275**
CHRYSLER CORP.	**45,776**	**58,565**	**209,394**	**253,444**
Escort	16,318	24,330	77,795	91,213
Mustang	5,976	10,449	23,244	40,927
Tempo	14,754	21,600	65,423	83,606
Taurus	24,793	30,972	100,359	115,344
Thunderbird	5,629	10,744	25,517	38,667
Probe	7,350	8,945	24,509	36,838
Crown Victoria	6,874	11,011	24,279	37,805
Total Ford Div.	**81,694**	**118,051**	**341,126**	**444,400**
Topaz	5,652	7,675	19,196	27,722
Sable	8,834	8,856	30,716	34,404
Cougar	5,878	8,687	18,099	28,764
Grand Marquis	10,335	8,782	30,264	35,063
Total Mercury	**30,699**	**34,000**	**98,275**	**125,953**
Continental	3,665	4,755	17,512	23,162
Town Car	10,069	13,256	40,596	50,793
Mark VII	731	2,227	2,986	8,961
Total Lincoln	**14,465**	**20,238**	**61,094**	**82,916**
Total L-M Div.	**45,164**	**54,238**	**159,369**	**208,869**
FORD MOTOR CO.	**126,858**	**172,289**	**500,495**	**653,269**
Skyhawk	0	127	0	585
Skylark	2,328	0	3,920	0
Somerset/Skylark	10,602	8,654	35,807	34,798
Century	8,865	9,320	35,236	40,270
Regal	9,678	6,902	34,164	20,244
LeSabre	8,439	15,475	35,207	53,678
Reatta	274	702	940	2,322
Electra/Park Ave.	5,608	3,363	25,093	18,699
Riviera	1,365	2,189	5,293	7,046
Total Buick	**47,159**	**46,732**	**175,660**	**177,642**
Allante	246	205	771	1,040
Seville	1,337	2,317	10,816	10,013
DeVille	10,629	11,869	43,040	57,947
Brougham	1,538	2,452	7,948	11,692
Eldorado	1,737	2,324	5,731	7,982
Total Cadillac	**15,487**	**19,167**	**68,306**	**88,674**
Geo Metro	5,453	1,605	23,548	4,241
Geo Prizm	5,157	9,207	24,167	36,126
Cavalier	23,631	28,274	99,510	105,283
Camaro	4,735	6,523	14,662	23,778
Celebrity	96	2,219	515	10,046
Corsica/Beretta	18,987	23,620	65,305	103,638
Lumina	19,700	19,770	67,296	77,159
Caprice	11,920	17,734	43,807	52,864
Corvette	1,631	1,741	5,818	6,836
Total Chevrolet	**91,310**	**110,693**	**344,628**	**419,320**
Calais	6,227	9,963	27,297	34,373
Cutlass Ciera	10,646	9,852	32,119	42,308
Cutlass Supreme	8,132	11,516	28,723	43,549
88	4,982	7,978	25,531	35,586
98	4,728	4,798	16,793	17,009
Toronado	892	1,378	2,975	4,813
Total Oldsmobile	**35,607**	**45,485**	**133,438**	**177,638**
Sunbird	8,748	8,400	30,940	34,835
Firebird	1,960	3,318	6,613	12,596
Grand Am	17,268	22,240	59,427	68,535
Pontiac 6000	2,442	3,715	9,086	17,574
Grand Prix	7,636	12,781	30,124	39,538
Bonneville H	4,345	5,391	18,017	22,813
Total Pontiac	**42,399**	**55,845**	**154,267**	**195,891**
Total Saturn	**4,944**	**0**	**11,822**	**0**
GENERAL MOTORS	**236,906**	**277,922**	**888,061**	**1,059,165**
Civic	11,028	16,501	35,364	59,566
Accord	29,976	22,860	96,453	84,663
HONDA	**41,004**	**39,361**	**131,817**	**144,229**
MX-6	2,851	2,703	12,400	9,821
626	4,781	2,863	24,508	9,169
MAZDA	**7,632**	**5,566**	**36,908**	**25,490**
MITSUBISHI	**7,815**	**4,400**	**25,985**	**17,592**
NISSAN	**12,456**	**8,425**	**39,343**	**30,646**
Corolla	8,879	12,701	33,372	43,130
Camry	12,666	16,736	53,345	67,720
TOYOTA	**21,545**	**29,437**	**86,717**	**110,850**
SUBARU	**3,947**	**453**	**14,145**	**882**
SUZUKI	**59**	**0**	**194**	**0**
DOMESTIC TOTAL	**504,998**	**595,418**	**1,933,059**	**2,295,547**
IMPORT TOTAL	**186,103**	**205,320**	**684,689**	**818,347**
INDUSTRY TOTAL	**691,101**	**801,738**	**2,597,748**	**3,113,894**

Car stockpiles increase to 75-day supply

Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Inventory levels crept higher in April as manufacturers cautiously stocked up on cars expecting a spring selling season that failed to appear.

The industry had a 75-day supply of cars as of May 1, up five days from the previous month. A year earlier, car inventories were 65 days.

Compared with imports, domestic inventories were closer to the 60-day benchmark. Domestics were at an average of 68 days, including transplants. Imports were at 93 days.

Chrysler Corp. had the fattest car inventory of the Big 3, at 102 days, up from 97 days the previous month, and 77 days in the year-ago month. Nevertheless, Chrysler's April sales were down the least of the Big 3, compared with the year-ago month.

Nissan Motor Corp. in U.S.A. had the fattest Japanese-badged inventory, at 114 days, down from 137 days the previous month.

Among the major companies in the United States, Toyota Motor Sales U.S.A. Inc. had the leanest inventory, at 50 days. But Toyota's inventory climbed from 37 days at the beginning of the month, as it the largest sales loss in April of the Japanese Big 3. The company revealed it was cutting imports by 25 percent in this quarter (story on Page 8.)

— Jim Henry

IMPORTED VEHICLES, INVENTORY

	Units	Day's Supply May 1, 1991	Apr. 1, 1991
Car			
Chevrolet	54,600	141	218
Chrysler	33,200	257	262
Dodge	6,200	93	85
Acura	31,800	67	71
Daihatsu	1,000	46	50
Honda	35,400	58	67
Infiniti	4,500	48	47
Isuzu	13,300	270	505
Lexus	8,200	46	32
Mazda	30,300	55	52
Mitsubishi	31,600	96	124
Nissan	118,800	149	143
Subaru	19,300	84	70
Suzuki	2,000	179	123
Toyota	50,600	47	38
JAPAN	**441,000**	**88**	**85**
Audi	10,400	257	263
BMW	16,400	87	71
Mercedes-Benz	12,200	59	59
Mercury	22,700	115	98
Porsche	2,200	126	105
VW	53,500	161	174
GERMANY	**117,400**	**119**	**115**
Alfa Romeo	1,900	112	152
Ford	18,100	121	139
Hyundai**	29,000	82	86
Jaguar	3,000	97	85
Peugeot	800	71	70
Pontiac	10,600	84	79
Eagle	6,400	215	51
Saab**	5,200	34	35
Sterling	500	54	56
Volvo	29,300	106	93
Yugo	[illegible]	180	165
Other Countries	[illegible]	**91**	**87**
Total Import Cars	[illegible]	**93**	**90**
Truck			
Daihatsu	700	59	65
Chevrolet	15,600	130	134
Isuzu	43,300	137	125
Mazda	29,100	88	94
Mitsubishi	8,400	87	125
Nissan	38,400	69	97
Range Rover	900	97	90
Suzuki	5,300	86	82
Toyota	35,000	44	39
Dodge	3,100	212	191
Total Imp. Trucks	**179,700**	**78**	**82**
Total Imp. Vehicles	**843,920**	**89**	**88**

*Includes domestic vehicles
**Estimate

DOMESTIC CARS, INVENTORY

	Units	Day's Supply May 1, 1991	Apr. 1, 1991
Summit	4,200	149	202
Talon	9,500	90	91
Premier	3,300	72	88
Total Eagle	**17,000**	**95**	**103**
Horizon	200	98	88
Laser	13,700	137	141
Sundance	16,400	124	172
Acclaim	16,800	76	52
Total Plymouth	**47,200**	**104**	**90**
LeBaron A	5,000	114	116
LeBaron J	12,600	81	72
Fifth Avenue (fwd)	7,400	64	88
Imperial	2,800	104	139
New Yorker C	4,300	89	138
Total Chrysler	**33,000**	**83**	**94**
Omni	200	79	105
Shadow	21,000	91	105
Monaco	1,500	79	81
Daytona	10,600	185	208
Spirit	15,300	87	57
Dynasty	14,100	50	56
Total Dodge	**62,600**	**82**	**79**
CHRYSLER CORP.	**159,800**	**89**	**87**
Escort	62,800	100	88
Mustang	23,400	102	85
Tempo	30,300	53	40
Taurus	49,000	51	41
Thunderbird	20,600	95	55
Probe	24,400	86	103
Crown Victoria	21,000	79	72
Total Ford Div.	**231,500**	**74**	**61**
Topaz	11,300	52	61
Sable	16,900	50	54
Cougar	15,600	69	78
Grand Marquis	20,600	52	57
Total Mercury	**64,400**	**55**	**61**
Continental	8,300	59	36
Town Car	16,000	41	33
Mark VII	3,000	107	95
Total Lincoln	**27,300**	**49**	**37**
Total L-M Div.	**91,700**	**53**	**51**
FORD MOTOR CO.	**323,200**	**66**	**58**
Skylark	4,700	0	40
Somerset/Skylark	18,500	45	74
Century	16,700	49	44
Regal	20,900	56	69
LeSabre	26,700	82	84
Reatta	1,300	123	118
Electra/Park Ave.	18,500	86	92
Riviera	5,100	97	99
Total Buick	**112,400**	**62**	**72**
Allante	1,400	148	175
Seville	7,200	140	26
DeVille	25,000	61	67
Brougham	8,000	135	90
Eldorado	5,100	76	73
Total Cadillac	**46,700**	**78**	**61**
Geo Prizm	30,600	154	137
Cavalier	53,000	58	18
Camaro	16,000	88	121
Celebrity	100	27	46
Corsica/Beretta	45,400	62	69
Lumina	31,500	42	46
Caprice	37,200	81	82
Corvette	4,700	75	68
Total Chevrolet	**218,500**	**62**	**53**
Calais	24,600	103	65
Cutlass Ciera	24,800	61	66
Cutlass Supreme	22,100	71	68
88	20,700	108	91
98	13,700	75	81
Toronado	2,500	73	90
Total Oldsmobile	**108,400**	**0**	**73**
Sunbird	22,300	66	82
Firebird	10,100	134	167
Grand Am	50,400	76	68
Pontiac 6000	5,600	60	68
Grand Prix	21,300	73	67
Bonneville H	17,600	105	107
Total Pontiac	**127,300**	**78**	**79**
Total Saturn	**9,700**	**51**	**52**
GENERAL MOTORS	**623,000**	**68**	**65**
HONDA	**95,800**	**61**	**50**
MAZDA	**16,100**	**55**	**38**
MITSUBISHI	**18,200**	**0**	**124**
NISSAN	**26,000**	**54**	**68**
TOYOTA	**44,700**	**54**	**35**
SUBARU	**22,800**	**150**	**125**
DOMESTIC TOTAL	**1,329,700**	**68**	**63**

NISSAN

FROM PAGE 1

there was not enough money in the fiscal 1991 budget to fund the new programs. So Thomas decided to look for the money internally, passing the hat from department to department, asking which programs could take a hit.

As a result, "damn near everything that didn't directly affect wholesale and retail sales was cut," Thomas said.

Thomas added that he didn't ask parent Nissan Motor Co. Ltd. to expand the budget "because we knew this was do-able internally, and this was a U.S. responsibility, not a Japanese one." While the plan was aimed at helping dealers, Thomas said it has helped Nissan, too, by making the company more lean and focused.

The cuts, which range in size and severity, include:

- Cancellation of all national television advertising for July and September. Nissan instead will run less expensive local spot buys.
- Postponement of the rollout of an ambitious plan to shift decision making and authority from headquarters to its regions. A pilot project in Dallas will continue, but expansion into Nissan's other regions will take place more slowly than originally planned.
- Suspension of a co-op advertising plan for parts and service.
- Pared-back travel budgets. The company has also centralized the way it orders and stocks office supplies for economies of scale.

The cuts represent "our recognition that there's a hierarchy of needs," said Thomas. "You can't do everything, so you have to do what needs doing first."

Thomas said dealers were in rough shape after February, "and post-war euphoria did nothing for sales." He added that the incentives were needed to meet Nissan sales objectives for the fiscal year, which ends Sept. 30. He would not say what those objectives were.

Nissan did not reveal the amount raised to service the new incentives. *Automotive News* estimated it by using 1990 sales for the Maxima, 240SX and 300ZX and multiplying that by the dollar amount of each new incentive over the 15-week program.

In addition, Nissan is offering lease incentives and bonus payments for dealers who meet sales objectives.

The new incentives began April 20 and they appear to be working, according to Bill Bivens, national merchandising manager. As an example, Bivens said dealers sold twice as many Maximas in the last 10 days of April than they had in the first 20. Nissan car and truck sales were down 7.2 percent in April, while the overall market dropped 13.8 percent.

Nissan dealers seem pleased with the new direction. "As a group, we've been pretty hostile to Nissan because market share has slipped so much, especially in major markets relative to Honda and Toyota," said Charlie Troncalli, general manager of Troncalli Nissan in Atlanta.

"But the dealer advisory boards began putting a lot of pressure on the company to get more help. I think that made a difference."

Still, he thinks Nissan should put more money behind some of the lines. "Especially at entry level, we've just handed that segment over to Toyota and Honda," he said.

STUDY

FROM PAGE 2

the industry will be "very surprised and disappointed to see how little progress is really being made" by the transplants in sourcing U.S components.

"Frankly, we picked Honda for the case study in hopes that it would show us if some progress was being made," Reilly said. "That clearly is not the case."

But Honda spokesman Roger Lambert called the report "politically motivated" and "heartbreaking in its narrow view."

Researchers at the university's Office for the Study of Automotive Transportation used 1989 data to measure U.S. content in the Honda vehicles.

Lambert pointed out that Honda has increased its number of North American suppliers from 180 in 1989 to more than 240 this year.

Last year, Honda completed a $600-million expansion of its Anna, Ohio, engine plant, which provides drivetrain components to Honda's two U.S. assembly plants and one in Canada.

While Lambert said the study's numbers are too low, he could not say specifically what they were in 1989, or are now.

"The numbers don't reveal the true progress of what we're doing at Honda. But they are several points higher than what they say," he said.

The report said that because of increasing transplant production and the growing demand for Japanese-made aftermarket parts, the U.S. parts-trade deficit with Japan will more than double from $10.5 billion in 1990 to $22 billion in 1994.

The study predicts that the total U.S. automotive trade deficit with Japan will increase from $31 billion currently to $46 billion by 1994.

Transplant factories such as Honda's will give Japanese carmakers 2.8 million units of production capacity by 1994. Several transplant vehicles now boast domestic content levels of more than 70 percent.

The report warns that growing Japanese-vehicle market share will worsen the position of U.S. suppliers by displacing Big 3 business with transplant business, which still offers American firms small reward.

The argument is bound to raise the political heat on Japan's growing automakers.

The auto sector — especially auto parts — has emerged as the single largest contributor to the $41-billion U.S.-Japanese trade deficit.

Partially due to new assurances from Japanese carmakers in early 1990 to buy more U.S. component entry, U.S. trade officials last summer opted not to impose "Super 301" sanctions on Japan, a move that would have labeled Japan an unfair trading partner and blocked certain U.S.-Japanese commerce.

However, 301 discussions are again emerging in Congress.

In Senate hearings last week, Congress heard testimony in favor of increased trade pressure on Japan's automakers.

During one discussion, Sen. Carl Levin, D-Mich., chided U.S. Deputy Trade Representative Linn Williams for the U.S. Trade Representative office's lack of results in improving U.S. parts sales to Japan.

Williams presented a 25-page testimony on trade concerns with Japan, but it did not make a single reference to auto parts.

Reilly said that the Auto Parts Advisory Committee will make recommendations to the U.S. Department of Commerce within the next 30 days on what measures to take to ensure that U.S. suppliers receive a greater share of the Japanese parts trade.

Honda's Lambert said the University of Michigan study indicated a "basic lack of understanding of how the auto industry works" because it insinuates that Honda — and all of the transplants — are using in-house parts.

"The study seems to be criticizing us for supplying our own engines and transmissions," he said. "Doesn't General Motors build its own engines? Doesn't Ford make its own transmissions?"

"The problem here is that the auto industry is contracting and there are less opportunities for U.S. suppliers," Lambert added. "The real damage to the U.S. supplier industry has been done by GM, Ford and others cutting back the number of suppliers they use. We, on the other hand, are increasing our sourcing in North America. We represent new business."

Honda recently said that 43 North American suppliers would participate in the early design and development of the 1994 Accord. That marks the first time that U.S. suppliers have been involved so early in a product developed in Japan.

Those 43 suppliers include Japanese firms with North American manufacturing operations and U.S.-Japan joint ventures.

INCENTIVE WATCH

CUSTOMER INCENTIVES

NEW PROGRAM

MAZDA (expires June 3)

1991 trucks	$500-1,000*

*Based on region

CONTINUING PROGRAMS

CHRYSLER CORP.

Rebates expire June 30 unless otherwise noted. Finance rates in lieu of rebates are 4.9 percent to 9.9 percent, depending on length of contract. Finance rates on minivans are 7.9 to 10.9 percent.

Chrysler (1991)*	$1,000-1,500
1990	$500-1,000
Dodge Monaco (1991)*	$1,500
Other 1991 cars*	$400-1,000
Monaco (1990)*	$1,500
Other 1990 cars	$700-1,000
Dodge trucks (1991)	$300-1,500
1990 trucks	$500-2,000
Eagle Premier (1991)*	$1,500
Other 1991	$700
Premier (1990)*	$1,500
Other 1990	$700,1000
Jeep	
Grand Wagoneer ('91)**	$1,500
Other 1991	$500-1,000
Grand Wagoneer ('90)**	$1,500
Other 1990	$1,000-2,000
Plymouth (1991)	$400-1,000
1990 models	$700-1,000
All minivans without air bag (1991)	$500
1990 models	$1,500

*Expires Sept. 30 on 1990-91 Monaco and Premier and 1991 LeBaron and Daytona
**Expires Dec. 31 on Grand Wagoneer

FORD MOTOR CO.

Finance rates in lieu of rebates range from 4.8 percent to 7.9 percent. All incentives expire June 4.

Ford cars (1991)	$500-1,500
Cars (1990)	$650-900
Trucks (1991)	$500-1,500
Trucks (1990)	$650-1,150
Mercury (1991)	$500-1,000
Tracer (1990)	$650

GENERAL MOTORS

All makes except Cadillac offer cut-rate financing in lieu of rebates. Unless otherwise noted, rebates expire June 2 on 1990 models and July 7 on 1991 models.

Buick (1990-91)†	$250-2,000
Cadillac Brougham (1991)	$1,500
Chevrolet	
S Blazer (1991)	$1,500**
Other 1991	$300-1,000
Cars (1990)	$500-1,500
Trucks (1990)	$1,000-1,500
GMC	
Suburban (1991)*	$1,000
Other 1991	$500-1,000
1990 models	$1,000-1,500
Oldsmobile (1990-91)	
Regional incentives	$500-2,250
Pontiac Grand Am ('91)	$1,000

†Based on option package selected
*Expires Sept. 25
**Rebate on 1991 S Blazer is $1,000 after June 2.

HYUNDAI (expires July 2)

Excel (1990-91)	$500-1,000
Sonata (1990-91)	$1,000
Scoupe (1991)	$750

SUBARU (1991, expires July 2)

Loyale	$500
Legacy L	$750
Legacy L Plus	$900-2,000
Legacy LS	$1,200-$1,400
Legacy LSi	$1,200-1,700
Legacy Spt. Sed.	$1,00
XT, XT6	$2,000

TOYOTA (1991, expires Oct. 1)

Celica GT, 4Runner	$800 discount on options

INCENTIVE WATCH

DEALER INCENTIVES

NEW PROGRAM

HONDA (expires June 3)

1991 Accord (excludes XE)	$400
1991 Civic 4-door	$400
1990 Accord	$400

CONTINUING PROGRAMS

CHRYSLER CORP.

Premier and Monaco programs expire Sept. 30; others expire June 30.

Dodge Spirit (1990-91)	$500
Monaco (1991)	$1,000-2,000 based on sales, plus $1,000 for each car ordered from factory
Monaco (1990)	$1,000-2,000, based on sales
Eagle Premier (1991)	$1,000-2,000 based on sales, plus $1,000 on each car ordered from factory
Premier (1990)	$1,000-2,000 based on sales
Jeep Grand Wagoneer (1990-91)	$3,500
Plymouth Acclaim (1990-91)	$500
Caravan, Voyager (no air bag) 1991	$500

GENERAL MOTORS

Chevrolet Corvette	$2,000

HYUNDAI (1991, expires July 2)

Scoupe, Sonata	$100-300, based on sales

ISUZU (expires June 30)

1990-91 models	$800-2,000 based on sales

NISSAN (1991, expires Aug. 2)

Sentra E, XE, GXE	$400
Stanza	$1,400
Maxima	$800-1,000, quota
240SX	$600-800, quota
300ZX	$1,500
Trucks	$1,200
Trucks (California only)	$1,300-1,500, quota
Pathfinder	$1,000-1,400, quota

PEUGEOT (1990, no expiration date) $2,000

SUZUKI (expires June 3)

Swift (1991)	$400-500
Swift (1990)	$400-1,000
Sidekick (1991)	$500-1,000
Sidekick (1990)	$1,000-1,500
Samurai (1990)	$500

TOYOTA (expires June 3)

All rebates are based on performance against quota.

Corolla (1989-91)	$200-1,000
Camry (1989-91)	$200-1,000
Celica (1989-91)	$300-1,200
4x2 pickups (1989-91)	$300-1,100
4x4 pickups (1989-91)	$200-1,000

VOLKSWAGEN (1990, no expiration date)

Cars	$500-1,500

Chevy honors Ford rebates on big trucks

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several importers announced new or adjusted consumer and dealer incentive programs, and Chevrolet fueld the truck feud by announcing it will honor a $500 direct-mail rebate for Ford trucks.

Chevrolet is honoring Ford's $500 direct-mail "Extra Special F-Series Savings Offer" coupons on 1991 F-Series pickup trucks. Chevrolet is giving the money toward the purchase of 1990 and 1991 C/K full-sized and cab-chassis pickups through June 1.

"We've been saying that more people are switching to Chevy trucks," said Kurt Ritter, Chevrolet marketing manager for trucks. "We want that to continue."

Chevrolet said the coupons can be used in addition to existing truck incentives.

American Honda Motor Co. Inc. decreased the factory-to-dealer incentive on the 1991 Accord (excluding XE special edition) from $500 to $400. Also, the company is paying dealers $400 on 1990 Accords and 1991 four-door Civics. Honda's program expires June 3.

"Bowing to the demands of economic uncertainty during this current downturn," **Hyundai Motor America** increased the consumer incentive on two of its Excel models, said Tom Ryan, vice president of marketing for Hyundai.

The payment on 1990 and 1991 three-door GS and four-door sedan Excels is now $1,000, up from $700. The program expires July 2.

Mazda Motors of America Inc. dropped customer incentives on 1991 and 1990 cars and is offering $500 to $1,000 on 1991 4x2 and 4x4 trucks. The rebate varies from region to region and expires June 3.

Through June 30, **Peugeot Motors of America Inc.** is offering buyers a choice of loans for its 1991 405 models: interest-free for two years; 1.7 pecent for three years; or 2.7 percent for four years. On its 505 models, the interest rate is 0 percent for two years; 2.7 percent for three years; and 4.7 percent for four years. A 20 percent down payment is required. Peugeot is also offering cut-rate leases for two-, three- and four-year terms.

Special Correspondent Durrell Pressley contributed to this report.

Canada transplants face higher hurdle on content

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

HAMILTON, Ontario — Transplants in Canada face spending at least another $1 billion annually on North American parts if a new trade proposal is enacted.

Canadian parts makers, the U.S. government and unions on both sides of the border have called for a change in the U.S.-Canada Free Trade Agreement to require Canadian vehicles to reach 60 percent North American content to enter the United States duty-free.

But the Canadian government and General Motors both oppose the idea and their opposition has blocked the proposal.

The change would force three Japanese-run auto companies to find North American sources for many more parts or pay U.S. import duties. Canadian vehicles currently must have at least 50 percent North American content to side-step the 2.5 percent duty on cars and 25 percent on trucks.

Honda of Canada Manufacturing Inc. builds the CRX in Alliston, Ontario, and Toyota Motor Manufacturing Canada Inc. produces the Corolla in Cambridge, Ontario.

CAMI, a 50-50 joint venture between Suzuki Motor Co. Ltd. and General Motors in Ingersoll, Ontario, builds the Suzuki Swift/Geo Metro and the Suzuki Sidekick/Geo Tracker.

Hyundai Motor Co. and Volvo AB also assemble cars in Canada, but both already pay duties on cars exported to the United States because their North American content is below 50 percent.

The Japanese-run transplants say they are at or above the 50 percent level now, although CAMI is currently at odds with U.S. Customs over the content of its vehicles. At question is whether the content may include finance fees on capital that an automaker borrows to purchase production equipment.

Nick Hall, a spokesman for GM of Canada, said the 60 percent rule would likely force CAMI to "either invest in expensive powertrain facilities or become less competitive by having to incur the added costs of duty payments.

"For some manufacturers, it might prove more economical to pay the duty charges instead of raising the content level," Hall said. "I don't think that's what anybody has in mind."

Jim Carter, director of policy with the Automotive Parts Manufacturers' Association of Canada, discounted the GM claim. "Our study of the situation indicates that CAMI can accomplish a lot higher content without building a powertrain plant," Carter said. "They could make large gains by sourcing trim components and stampings."

The Motor and Equipment Manufacturers Association, a U.S. trade group, estimates that raising the requirement to 60 percent would mean between $1.1 billion and $1.8 billion (U.S. currency) in additional annual parts sales to the Canadian transplants. Carter said his organization uses the more conservative figure.

The proposal has been endorsed by the Automotive Select Panel, an industry committee established to advise the two governments on automotive trade issues, but the proposal is "in a legislative limbo," Carter said.

But a recent cabinet-level change in the Canadian government is giving proponents new hope. Canada's minister of industry and international trade, John Crosby, recently resigned his post. Crosby, who opposed the increase, was replaced by Michael Wilson, whom observers believe to be more supportive of the change.

Carter said that once the Canadian government agrees to the idea, it would likely be implemented quickly.

"Our hope is to have it enacted before the trilateral trade negotiations with Canada, the United States and Mexico begin," he said. "We need to go into those negotiations with a stronger hand."

PROGRAM

FROM PAGE 1

portation costs and auction fees.

The volume of program cars industrywide has swelled to more than 1.5 million this year. By some estimates, GM alone could pass the 800,000 mark by year's end.

Some industry officials say GM's aim is to remarket two-thirds of its program cars to dealers directly. But Hermiller said he doesn't expect direct distribution to reach that high volume.

In the four-month test program, dealers order the cars from a shopping list faxed to them. Then GM sends them an invoice, a window sticker with a manufacturer's suggested retail price, and a buyer's guide required by the Federal Trade Commission designating the vehicles as used cars.

Satisfaction Plus vehicles will carry a sticker similar to the one on new cars except that it will state two prices: the new-car sticker price and a suggested price of the car used. For vehicles with less than 8,000 miles, the vehicles carry a used price of 90 percent of the original suggested retail price, dealers say. The price drops for vehicles with more than 8,000 miles.

Program cars are a sticky problem. Manufacturers sell them to daily rental companies, repurchase them at a guaranteed depreciation rate, then resell them to franchised dealers through auto auctions.

The Big 3 use quick sales to rental companies to keep plants running. They offer daily rental companies incentive programs based on mileage and length of service for cycling vehicles in their fleets. For example, a new Ford program calls for a vehicle to stay in daily rental fleets for six months or 15,000 miles. Moreover, the Big 3 and two importers own all or part of daily rental companies.

Although auction prices are up from last fall, automakers still absorb hefty losses on program cars. Ford Motor Co. loses an estimated $3,000 per vehicle and GM loses and average of $4,000 per vehicle, according to the Ford Dealers Alliance, a dealer watchdog group, and other industry sources.

Program cars are a headache to automakers and dealers who complain they undermine the franchise system and substitute for a new-car sale. But dealers concede they make higher profits on program cars.

Some dealers like GM's direct distribution program. "The program is worthwhile because the window sticker gives these vehicles instant credibility," said Ed Williamson, owner of Williamson Cadillac Co. in Miami, who attended planning meetings with GM.

Hermiller said GM considers current auction prices when figuring prices. Dealers are given a $200 damage-repair allowance.

Kevin Kelley, owner of Palm Pontiac in North Lauderdale, Fla., said the prices are similar to those at auction. He said he expects dealer grosses to be the same as on cars bought at auction.

A customer who purchases a direct-distribution program car may bring it back to the dealership within 30 days or 1,000 miles and have the price applied toward the purchase price of a new car.

Hermiller said price was the major concern of dealers in the program. He said GM is closely monitoring auction prices.

"The keystone is price," said Williamson. "If the direct distribution cars are a few bucks more than the auction, then I will buy them. But if the price difference is $1,500 or more, then I'll send my guy back to the auction."

PRODUCTION

U.S. CAR

	Week Ended May 11, 1991	Week Ended May 4, 1991	April Total	Jan. 1 to May 11, 1991	Jan. 1 to May 12, 1990
Horizon	0	0	0	0	4,327
Sundance	2,300	0	1,795	14,385	26,935
Acclaim	0	2,833	3,486	26,845	30,416
Total Plymouth	**2,300**	**2,833**	**5,281**	**41,230**	**61,678**
LeBaron A	0	0	0	0	8,244
LeBaron J	1,300	1,276	6,733	16,335	14,561
N. Yorker C-Class	150	140	387	2,758	11,029
Fifth Avenue	1,100	1,036	2,300	10,225	10,509
Imperial	200	196	384	2,521	6,208
Total Chrysler	**2,750**	**2,648**	**9,804**	**31,839**	**50,551**
Omni	0	0	0	0	4,078
Daytona	0	0	2,245	4,936	10,770
Shadow	2,200	0	2,083	16,338	30,690
Dynasty	3,400	3,551	7,772	40,157	40,233
Spirit	0	2,055	3,210	23,805	31,611
Total Dodge	**5,600**	**5,606**	**15,310**	**88,766**	**117,382**
CHRYSLER CORP.	**10,650**	**11,087**	**30,395**	**161,835**	**229,611**
Escort	6,935	5,658	18,034	72,204	72,999
Mustang	0	0	10,408	21,866	52,005
Tempo	0	3,187	9,846	36,592	49,755
Taurus	8,545	8,544	31,592	114,423	141,465
Thunderbird	2,447	2,134	8,872	28,092	41,478
Total Ford Div.	**17,927**	**19,523**	**78,752**	**273,177**	**357,702**
Topaz	0	1,069	4,145	15,648	19,106
Cougar	1,806	2,133	7,236	21,500	27,000
Sable	2,589	2,421	10,582	36,863	43,088
Total Mercury	**4,395**	**5,623**	**21,963**	**74,011**	**89,194**
Continental	1,180	1,169	4,814	21,126	20,704
Mark VII	208	208	847	3,699	10,351
Town Car	2,772	2,776	11,305	49,697	62,313
Total Lincoln	**4,160**	**4,153**	**16,966**	**74,522**	**93,368**
Total L-M Div.	**8,555**	**9,776**	**38,929**	**148,533**	**182,562**
FORD MOTOR CO.	**26,482**	**29,299**	**117,681**	**421,710**	**540,264**
Skylark/Somerset	0	0	5,833	34,929	32,232
Century	2,230	1,912	7,995	28,486	24,249
Riviera	286	293	1,205	3,922	8,700
Electra/Park Ave.	3,239	3,241	3,455	34,982	12,666
LeSabre (fwd)	608	263	466	34,303	60,502
Roadmaster Wagon**	273	324	6,284	8,972	2,784
Reatta	96	98	410	1,171	3,254
Total Buick	**6,734**	**6,131**	**25,648**	**146,924**	**144,387**
Eldorado	365	372	1,531	6,028	8,018
Seville	906	893	3,857	13,007	12,727
Brougham (rwd)	513	456	1,744	7,344	13,065
DeVille (fwd)	3,651	3,647	11,604	50,058	61,727
Allante	64	64	257	1,139	1,374
Total Cadillac	**5,499**	**5,432**	**18,993**	**78,334**	**96,911**
Cavalier	5,215	5,202	23,962	100,119	115,500
Camaro	1,385	1,281	3,339	15,214	21,363
Corsica/Beretta	8,136	6,765	22,840	85,620	103,460
Caprice	3,692	3,373	12,845	49,433	72,808
Corvette	485	484	2,013	8,609	8,744
Total Chevrolet	**18,913**	**17,105**	**64,999**	**258,995**	**321,875**
Calais	0	0	6,463	34,616	34,991
Cutlass Ciera	1,893	2,260	10,357	26,338	28,542
Cutlass Supreme	2,413	2,510	10,365	37,898	30,828
Toronado	153	152	642	2,619	7,281
88 (fwd)	567	261	464	20,166	35,117
Custom Cruiser Wag.***	95	147	631	4,101	2,295
98	1,549	1,139	5,421	27,671	20,666
Total Oldsmobile	**6,670**	**6,469**	**34,343**	**153,409**	**159,720**
Sunbird	2,655	2,500	10,041	45,054	52,869
Grand Am	5,439	6,057	22,405	82,755	69,609
Firebird	473	568	1,797	4,987	13,006
Grand Prix	2,155	2,129	7,409	34,260	38,153
Pontiac 6000	956	873	2,903	11,937	21,014
Bonneville	18	0	0	20,970	29,160
Total Pontiac	**11,698**	**12,127**	**44,555**	**199,963**	**223,811**
Total Saturn	**1,640**	**1,640**	**6,561**	**22,197**	**0**
GENERAL MOTORS	**51,154**	**48,904**	**195,099**	**859,822**	**946,704**
DIAMOND-STAR	**3,135**	**3,169**	**13,812**	**57,769**	**52,742**
Civic	2,080	1,560	8,191	34,060	45,099
Accord	7,425	7,491	33,171	131,537	118,557
HONDA	**9,505**	**9,051**	**41,362**	**165,597**	**163,656**
MAZDA†	**1,992**	**1,834**	**14,666**	**52,741**	**66,778**
NISSAN	**2,630**	**2,611**	**11,268**	**51,654**	**39,291**
Corolla	2,100	2,124	8,974	38,627	39,590
Geo Prizm/Nova	2,000	1,969	8,299	37,658	37,651
NUMMI	**4,100**	**4,093**	**17,273**	**76,285**	**77,241**
SUBARU-ISUZU	**1,164**	**1,183**	**5,049**	**21,028**	**9,818**
TOYOTA	**4,350**	**4,414**	**19,410**	**82,134**	**82,149**
TOTAL BIG 3	**88,286**	**89,290**	**343,175**	**1,443,367**	**1,716,579**
TOTAL TRANSPLANT	**26,876**	**26,355**	**122,840**	**507,208**	**491,675**
TOTAL CARS, U.S.	**115,162**	**115,645**	**466,015**	**1,950,575**	**2,208,254**
TOTAL CARS, CANADA	**26,251**	**27,197**	**99,896**	**384,870**	**379,732**
U.S., CANADA CARS	**141,413**	**142,842**	**565,911**	**2,335,445**	**2,587,986**
U.S., CANADA CARS AND TRUCKS	**231,325**	**243,087**	**942,453**	**3,740,455**	**4,386,339**

Monthly estimates may contain error of one or two units due to rounding.
*Estimate †Total includes MX-6, 626, and Ford Probe
**1990 totals reflect the LeSabre (rwd) ***1990 totals reflect Olds. 88 (rwd)

CANADIAN CAR

	Week Ended May 11, 1991	Week Ended May 4, 1991	April Total	Jan. 1 to May 11, 1991	Jan. 1 to May 12, 1990
Monaco	0	575	622	1,679	4,401
Premier	0	770	1,131	3,174	1,719
CHRYSLER CORP.	**0**	**1,345**	**1,753**	**4,853**	**6,120**
Tempo	3,126	3,016	7,192	39,383	46,550
Topaz	1,350	1,267	2,495	11,698	16,736
Crown Victoria	2,022	1,634	6,873	33,141	45,916
Grand Marquis	2,778	3,247	13,206	29,123	43,043
FORD MOTOR CO.	**9,276**	**9,164**	**29,766**	**113,345**	**152,245**
Celebrity	0	0	0	0	9,793
Cutlass Ciera	1,780	1,775	5,696	23,217	31,537
Lumina	5,940	5,357	20,768	72,156	82,239
Regal	2,860	2,772	12,938	40,550	25,369
GENERAL MOTORS	**10,580**	**9,904**	**39,402**	**138,755**	**148,938**
CAMI	**2,400**	**2,400**	**9,780**	**46,778**	**0**
HONDA	**2,200**	**2,250**	**9,693**	**39,611**	**39,866**
HYUNDAI	**215**	**508**	**2,489**	**13,039**	**6,653**
TOYOTA	**1,400**	**1,446**	**6,221**	**25,251**	**22,563**
VOLVO	**180**	**180**	**792**	**3,238**	**3,347**
TOTAL CARS, CANADA	**26,251**	**27,197**	**99,896**	**384,870**	**379,732**

U.S. TRUCK

Caravan	2,550	2,089	9,768	38,488	41,830
Dakota	1,850	2,468	8,485	26,611	27,095
Caravan C/V	100	102	466	1,592	2,703
Ram pickups	2,100	2,465	8,441	26,752	39,731
Total Dodge	**6,600**	**7,124**	**27,160**	**93,443**	**111,359**
Cherokee	0	4,199	13,183	37,723	60,844
Comanche	0	131	416	1,906	2,817
Grand Wagoneer	0	362	205	427	1,755
Wagoneer/Briarwood	0	62	338	1,077	1,402
Total Jeep	**0**	**4,754**	**14,142**	**41,133**	**66,818**
Voyager	1,450	1,889	8,657	30,719	40,064
Town & Country	50	78	360	1,190	1,370
Total C-P Div.	**1,500**	**1,967**	**9,017**	**31,909**	**41,434**
CHRYSLER CORP.	**8,100**	**13,845**	**50,319**	**166,485**	**219,611**
Aerostar	4,089	4,083	16,931	51,635	72,840
Bronco	348	344	1,309	4,260	20,306
Bronco II/Explorer	5,698	5,406	25,335	99,624	47,837
Navajo	151	217	699	4,859	0
Econoline	2,087	4,068	12,671	44,006	72,062
Mediums/Heavies	1,033	1,011	3,287	13,332	19,385
Light trucks	4,959	8,196	26,781	93,320	168,616
Ranger	6,233	6,216	23,967	88,398	111,777
Total Ford Div.	**24,598**	**29,541**	**110,980**	**399,434**	**512,823**
FORD MOTOR CO.	**24,598**	**29,541**	**110,980**	**399,434**	**512,823**
Astro	2,525	2,519	9,822	34,010	42,651
Blazer	202	211	420	2,690	6,324
Lumina APV	1,235	1,342	3,834	12,732	37,251
Mediums/Heavies	248	207	0	1,084	3,249
P-Model	442	0	1,060	5,511	9,022
Pickups	6,407	6,130	27,131	86,317	131,075
S-10	6,442	6,871	25,713	89,853	86,284
S-10 Blazer	1,692	1,415	2,296	13,638	45,069
Sportsvan/Van	1,040	921	4,689	15,077	24,885
Suburban	589	449	2,811	8,871	24,672
Total Chevrolet	**20,822**	**20,065**	**77,776**	**269,783**	**410,482**
Jimmy	32	23	111	825	2,065
Mediums/Heavies	352	383	0	2,318	5,223
P-Model	58	0	357	1,182	1,122
Pickups	2,190	2,341	13,293	41,701	45,427
S-15/Sonoma	1,292	960	5,589	20,835	21,229
S-15 Jimmy	573	531	629	4,786	14,036
Safari	1,110	949	4,092	13,806	13,131
Suburban	579	720	2,435	8,722	10,935
Vandura/Rally Vans	490	643	2,366	6,869	8,357
Total GMC	**6,676**	**6,550**	**28,872**	**101,044**	**121,525**
Silhouette	725	596	1,965	6,420	11,642
Bravada	205	131	1,175	7,309	0
Total Oldsmobile	**930**	**727**	**3,160**	**13,729**	**11,642**
Pontiac Trans Sport	**878**	**772**	**2,804**	**8,004**	**20,650**
GENERAL MOTORS	**29,306**	**28,114**	**112,612**	**392,560**	**564,299**
NAVISTAR	**1,240**	**1,628**	**6,596**	**27,813**	**26,563**
NISSAN	**2,690**	**2,702**	**11,452**	**50,405**	**57,166**
SUBARU-ISUZU	**940**	**854**	**3,677**	**18,345**	**9,818**
AM GENERAL	**400**	**400**	**1,440**	**7,650**	**8,640**
MISCELLANEOUS	**2,650**	**2,650**	**9,540**	**50,700**	**57,600**
TOTAL TRUCKS, U.S.	**69,924**	**79,734**	**306,616**	**1,113,392**	**1,456,520**

CANADIAN TRUCK

Caravan	3,582	3,681	13,377	51,710	60,744
Caravan C/V	228	241	1,406	10,906	4,885
Ram Wagon	695	748	2,203	7,937	9,038
Ram Van	1,225	1,205	3,643	13,864	22,360
Total Dodge	**5,730**	**5,875**	**20,629**	**84,417**	**97,027**
Voyager	2,334	2,423	10,592	38,486	49,911
Total Plymouth	**2,334**	**2,423**	**10,592**	**38,486**	**49,911**
Wrangler	1,500	1,602	5,217	19,329	20,014
Total Jeep	**1,500**	**1,602**	**5,217**	**19,329**	**20,014**
CHRYSLER CORP.	**9,564**	**9,900**	**36,438**	**142,232**	**167,222**
FORD MTR. (ft. trks.)	**3,030**	**2,901**	**6,257**	**32,417**	**53,725**
Light trucks	3,180	2,897	9,733	48,592	66,306
Vans	1,580	1,765	6,645	18,039	17,909
Total Chevrolet	**4,760**	**4,662**	**16,378**	**66,631**	**84,215**
Light trucks	1,070	1,363	3,829	19,344	25,025
Vans	564	428	2,158	7,642	7,671
Total GMC	**1,634**	**1,791**	**5,987**	**26,986**	**32,696**
GENERAL MOTORS	**6,394**	**6,453**	**22,365**	**93,617**	**116,911**
CAMI	**1,000**	**1,091**	**4,311**	**20,650**	**0**
NAVISTAR	**0**	**166**	**555**	**2,782**	**3,975**
TOTAL TRKS., CANADA	**19,988**	**20,511**	**69,926**	**291,618**	**341,833**
U.S., CANADA TRKS.	**89,912**	**100,245**	**376,542**	**1,405,010**	**1,798,353**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Big 3 hike production

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

The Big 3 are scheduling extensive overtime to step up vehicle production for the spring selling season.

Ford Motor Co. scheduled daily overtime this week at the Atlanta and Chicago car plants and the Louisville, Ky., truck plant.

General Motors scheduled Saturday overtime last week at the Linden, N.J.; Wilmington, Del.; and Arlington, Texas, car plants and the postal line at the Moraine, Ohio, truck facility.

Chrysler Corp. scheduled Saturday overtime last week and daily overtime this week at the St. Louis (No. 2) minivan facility.

In April, U.S. automakers produced 446,015 units, the lowest production for that month since 1958 when 316,594 units were built.

Monthly production has continued to rise since February. April car production is up 3.11 percent over March, but remains behind 1990 by 12.42 percent.

Last week 115,162 cars were scheduled, 0.42 percent behind the prior week and 18.21 percent below the year-ago week.

Truck production in April was 306,616 units, the highest monthly production so far in 1991 with an increase of 26.26 percent over March.

Last week's estimated truck production was 69,924, 12.30 percent below the prior week and 25.37 percent below the year-ago week.

GM and Chrysler have all facilities running this week with the exception of GM's Lansing, Mich., A plant, which is down for model changeover. Ford is the only manufacturer idling a plant due to sluggish sales. Its Kentucky Truck facility in Louisville, which builds heavy trucks, is down for one week.

Ford also has reduced production to a single shift at the following truck facilities this week: Edison, N.J.; Michigan Truck in Wayne, Mich., and Lorain, Ohio.

CANADA: Canadian vehicle production is also increasing. GM announced it will build an additional 3,400 Chevrolet and GMC full-sized pickups in June. Saturday overtime at the Oshawa, Ontario, plant begins May 25 and ends July 13.

GM's truck plant in Scarborough, Ontario, worked Saturday overtime last week.

Ford has scheduled daily overtime this week at the St. Thomas, Ontario, car facility.

Chrysler reports the Bramalea, Ontario, facility will be idled next week.

Canadian car production in April was 99,896, the highest monthly production so far in 1991.

Truck production in April was 69,926, 2.70 percent below March and 9.54 percent below 1990.

Kevin Kelley sells a large volume of program vehicles at Palm Pontiac. Kelley said he bought all 25 offered to him last week through the direct-distribution program.

"GM is doing this right," he said. "There is no huge investment required on the part of dealers like the Ford program."

Ford Motor Co. launched its first pilot dealerships selling only used rental returns this month in Albuquerque, N.M., and Foxboro, Mass. Ford dealers in the program have to operate a separate facility. Ford continues to use the auctions.

Auctions are concerned about direct distribution. They have spent hundreds of millions of dollars upgrading and building facilities and buying land to store program cars. "Of course we're not happy about the pilot program," said Michael J. Richardson, president and chief executive officer of Anglo American Auto Auctions, based in Nashville, Tenn.

Huge auction chains emerged in the mid-1980s, their acquisitions driven by ever-increasing volumes of program cars. Anglo American, Atlanta-based Manheim Auctions and GE Capital Auto Auctions in Barrington, Ill., went on hectic buying sprees acquiring independent auctions.

NOTE

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